



The San Fernando Corridors Specific Plan

Adopted by Ordinance #1562
January 2005



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Prepared for
The City of San Fernando

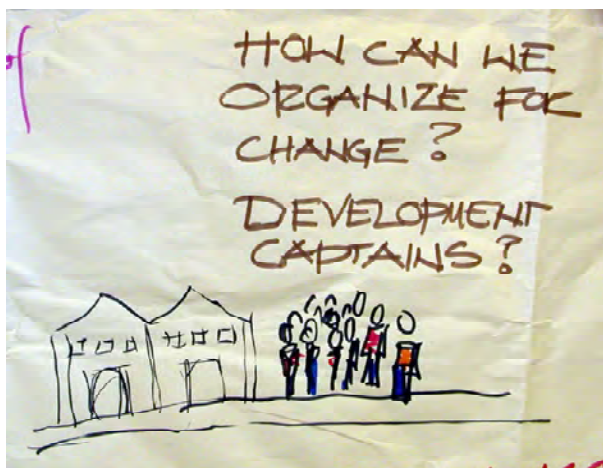
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CHAPTER ONE: ORIENTATION





Community Workshop comments.



The Community Workshop process.

The City of San Fernando is moving forward with a community-based vision for revitalization of the Maclay Avenue, Truman Street and San Fernando Road corridors. This document, the San Fernando Corridors Specific Plan, is the City's tool to help guide and realize this vision. This Orientation Section begins with a statement of purpose, an overview of the vision, and a look at the current conditions along the corridors. An overview of the planning process which formed the specific plan's recommendations and policies is followed by a description of the project boundaries. The section concludes with a detailed summary of the components of the plan itself.

PURPOSE

The purpose of the San Fernando Corridors Specific Plan is to put in place policies and strategies to transform Truman Street, San Fernando Road, and Maclay Avenue into attractive, livable, and economically vital districts. These corridors are major "pieces of the city" that provide a framework for movement and activity in the community. They also provide opportunities for investment. The corridors are where much of the community life is "on display" for residents and visitors alike. Because it is important to properly shape growth and change on the corridors, the specific plan combines a policy framework with design standards and guidelines, and includes concepts for capital improvements to encourage and focus activity and investment along them.

The specific plan is both a record and a manifestation of the community's goals. Through participation in a series of public workshops, community members articulated a vision for the future of the community. This vision carries an expectation that these primary corridors should better represent the quality and character of San Fernando. They should be planned to provide an environment that is more comfortable for pedestrians than they presently do. Roadway design should tame the current flow of traffic. Most of all, the residents of San Fernando wish to see new investment and activity in the corridors that convey the sense of uniqueness, pride and community spirit that differentiates San Fernando from other nearby communities.

The production of this specific plan was funded by a grant from the State of California Downtown Rebound Capital Improvement Program. Its stated purpose is to "finance the revitalization of urban downtown areas through adaptive reuse (conversion) of vacant or underutilized commercial and industrial structures into residential units; transition; and the development of high-density housing adjacent to existing or planned mass transit facilities."

PLAN INTENT

The City of San Fernando and its residents have envisioned the transformation of the Maclay, Truman, and San Fernando Corridors into vibrant and attractive corridor districts. The community intends to reverse a trend of disinvestment that has become evident in the corridors over the past few decades, and to *reinvent* these highly visible and undervalued portions of the city. Through participation in a series of public workshops, the community has established a vision for the revitalization of the corridors that reflects and reinforces valued aspects of San Fernando's heritage, namely, the unique identity of the community and the quality of its neighborhoods.

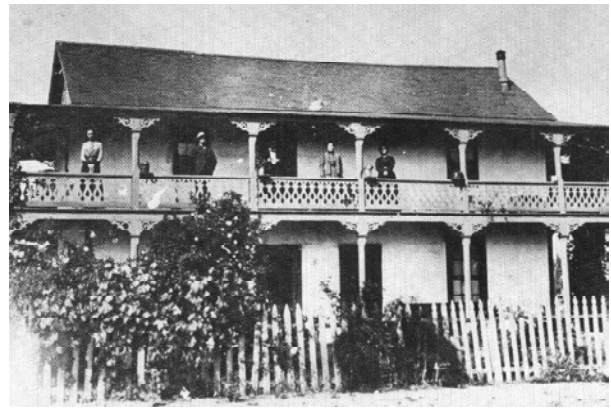
Located at the historic core of the San Fernando Valley, the City of San Fernando is conveniently situated near three major highways, Interstate 5, Interstate 210, and State Highway 118. The community has significant historic resources including a number of sites listed or potentially eligible for listing on the National Register of Historic Places and residential neighborhoods with numerous original craftsman style homes. The town also possesses a distinctive "main-street" shopping district, the San Fernando Mall. There is a very strong sense of community among the residents, and the demand for housing in San Fernando is quite strong. As a result, the City of San Fernando is experiencing a shortage of available housing. (For a detailed economic breakdown of this housing demand, please refer to Appendix: *Economic Report for the Maclay and San Fernando/Truman Corridors Specific Plan*).

Maclay Avenue, Truman Street and San Fernando Road are the primary arteries that transverse the city and connect it to its surroundings. As gateways to the city, the corridors along these streets convey an initial impression of San Fernando to entering visitors. However, current conditions in these corridors paint a less than attractive image of the community for travelers, residents, and prospective investors.

The Truman, San Fernando and Maclay Corridors have for many decades suffered from a lack of new private investment. Originally zoned and configured to serve the anticipated growth of the post-war years, commercial strip corridors initially offered businesses an opportunity to locate outside of downtowns. To American consumers this pattern of development offered an alternative location in shopping for retail goods and services. To businesses, the commercial strip model was well suited to attracting potential customers traveling at near highway speeds. Businesses could be located along well-traveled corridors, with highly-visible (often pole-mounted) signs to catch the motorist's eye, and convenient surface



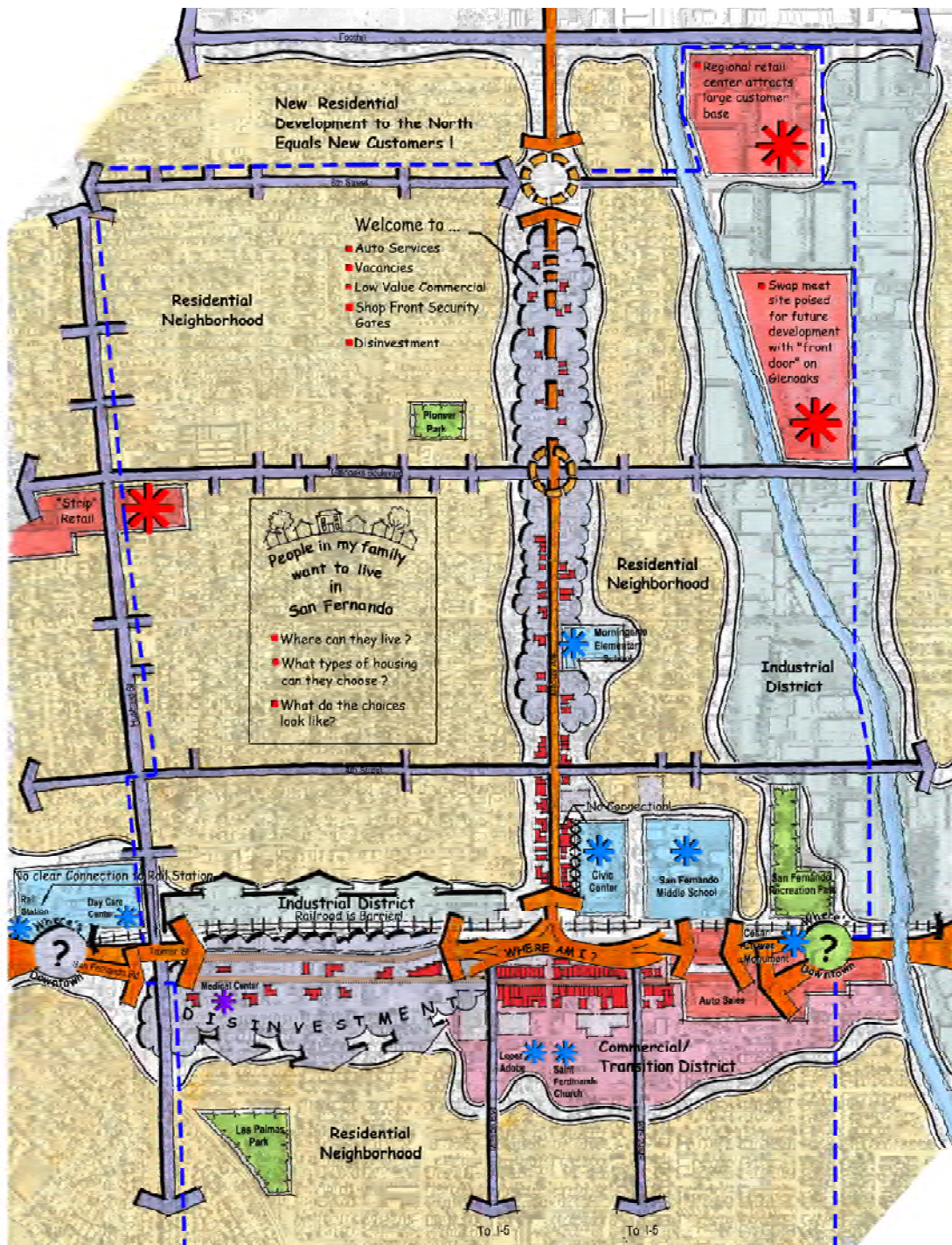
San Fernando: "Historic and Visionary"



Part of the history of San Fernando.



The Truman Road corridor.



parking out in front (which also encouraged the buildings to be set back from the public right-of-way). The resulting commercial strip model drew shoppers away from their downtowns.

Beginning in the 1960's and 70's, the development of regional malls attracted customers away from traditional downtowns and older commercial strips. During the 1990's, national retailers continued to develop newer, more convenient and more efficient formats to tap into their regional markets. As a result, small and medium sized American cities have witnessed the proliferation of commercial "power-centers" and other regional retail outlets in close proximity to highway interchanges and major intersections. This trend has led to an economic marginalization of the commercial strip, especially in stretches occurring between major intersections. As new investment and existing business moved elsewhere, vacancy, poor maintenance, and out-of-date character became more prevalent on many strips. The conveniences and cost savings once offered by the strip have been outweighed by the unattractive appearance of the corridor and its lack of integration with its community. One approach to revitalization of such outdated strip corridors that is embraced by the Urban Land Institute (ULI, "Ten Principles for Reinventing America's Suburban Strips, 2001) calls for a significant reduction in the amount of retail-zoned land along the corridor. By reducing the amount of land currently over-zoned for retail and commercial uses, this approach frees-up marginal and underutilized land for strongly sought-after forms of new investment such as housing.

In conjunction with reducing the amount of retail and commercially-zoned land, the Urban Land Institute endorses a "clustering" of retail uses at major arterial and freeway intersections and in existing downtowns. Communities are rediscovering the function of walkable "main streets" as a component of revitalized downtowns and town centers. Cities are recognizing that a reduction in retail-zoned land along commercial corridors in combination with the clustering of retail uses focuses market attention on areas that may be efficiently amortized and serviced. Correspondingly, the re-zoned corridors and their arterial streets can be re-tooled to provide opportunity for pent-up housing demand, and help reverse the trend of marginalization and disinvestment plaguing commercial strip corridors. These trends show that communities have options to revitalize arterial street corridors from past eras that no longer serve the highest expectation of the community.



The decline of the commercial strip.



At the city's boundaries, distinctive gateways will introduce the City of San Fernando.



Maclay Avenue between First and Fourth Streets.

Specific Plan's Relationship to the General Plan

The San Fernando Corridors Specific Plan sets forth the planning principles, land use policies, development standards, and design guidelines for private development and public improvements within the specific plan area. In doing so, the specific plan implements the goals, objectives, and policies identified in the City of San Fernando General Plan, with particular emphasis in implementing the goals and objectives set forth in the General Plan's Land Use, Housing, and Circulation Elements.

For example, as is discussed in detail throughout the specific plan, it provides for the clustering of commercial, higher density residential, and mixed-use development within the specific plan area in a manner that:

1) "retains the small town character of San Fernando, promotes the economic vitality of commercial areas, and maintains an identity that is distinct from surrounding communities," per San Fernando General Plan Land Use Goals I-III, Pg. IV-6;

2) "continue(s) to provide adequate sites to facilitate the development of a range of residential development types in San Fernando which will fulfill regional housing needs," per General Plan Housing Element Goal 3.0 and Policy 3.5; and,

3) "provide(s) an efficient street system which allows maximum safety and economy of movement," per Circulation Element Goal No. 1, Pg. V-5.

The specific plan thus provides for the systematic implementation of the San Fernando General Plan as it relates to the development of properties located in the specific plan area. The specific plan describes the types of uses and character envisioned within the specific plan area and the necessary public and private facilities, infrastructure improvements, services, and private property development standards that are designed to accommodate the planned new infill development. In doing so, the specific plan meets the State of California requirements for specific plans as set forth in Government Code Section 65450 (et. seq.).

Specific Plan's Relationship to the Zoning Code

The San Fernando Corridors Specific Plan replaces all zoning regulations previously applicable to the specific plan planning areas, which include the Downtown District, the Maclay District, and the Truman/San Fernando District. The specific plan supplants the zoning code as the regulatory tool within the specific plan districts and outlines the types of uses, development standards, and design guidelines that will guide future public and private development. In the event the adopted specific plan is silent as to a development standard or

procedure, the provisions of the *San Fernando City Code* Chapter 106 (zoning) shall control.

THE VISION: A City of Districts

The Truman, San Fernando, and Maclay corridors will provide the structure upon which the city can be organized as a series of clearly identifiable neighborhoods. Rather than continuing to embody the placeless character of commercial “strip” corridors, the corridors will embody the street type, development type, and aesthetic qualities envisioned for the city district in which they are situated. New investment in the corridors will lead to city-wide revitalization. Where the corridors meet the city’s boundaries, distinctive gateways will introduce the qualities that set San Fernando apart from the adjacent communities. The corridors will be places for new investment in the form of housing, office, and commercial development. New streetscape improvements and gateway features will create the appropriate setting for new investment, generating developer interest. The corridors will themselves become distinctive districts within the city.

The Downtown District: The “Heart of The City”

This district is the city’s functional center. It contains most of the city’s primary destinations - the shopping district along Maclay Avenue, the adjacent Civic Center and the San Fernando Mall. With proposed improvements, this revitalized downtown will reflect its role as the most public place in the city and stand out as a highly recognizable and attractive community focus.

Along Maclay Avenue between First Street and Fourth Street, a revitalized historic retail district will serve as the vibrant and attractive civic heart of the downtown. The transformation of this area will occur through new streetscape amenities and new investment in the form of retail shops, restaurants and cafes. They will offer residents a charming area in which to spend their lunch hour, a place to gather after work, or to enjoy a meal with friends and family as the sun sets and the air cools in the evening hours.

Continuing south on Maclay, the intersection of Maclay Avenue and Truman Street will tie the historic retail district with the vibrant destination of the San Fernando Mall, and anchor this vital intersection as a *destination* around which the downtown is structured. New investment at the intersection of Maclay Avenue and Truman Street, in the form of signature architecture and gateway towers will announce to visitors the center of the city.



An example of historic San Fernando architecture.



San Fernando is home to a variety of architectural styles.



A Mixed-Use Sub-District is envisioned along San Fernando Road.



New office uses are envisioned along San Fernando Road and Truman Street.

Continuing along the south side of Truman Street between Mission and Brand Boulevards, and continuing down Maclay and into the San Fernando Mall, development will embrace the street with ground-floor activity-generating uses including retail shops, restaurants, and services. Complementary uses like offices and homes will occupy the upper stories of new uses, and bring additional life to the streets of the Downtown District.

The Maclay District: A Neighborhood Spine

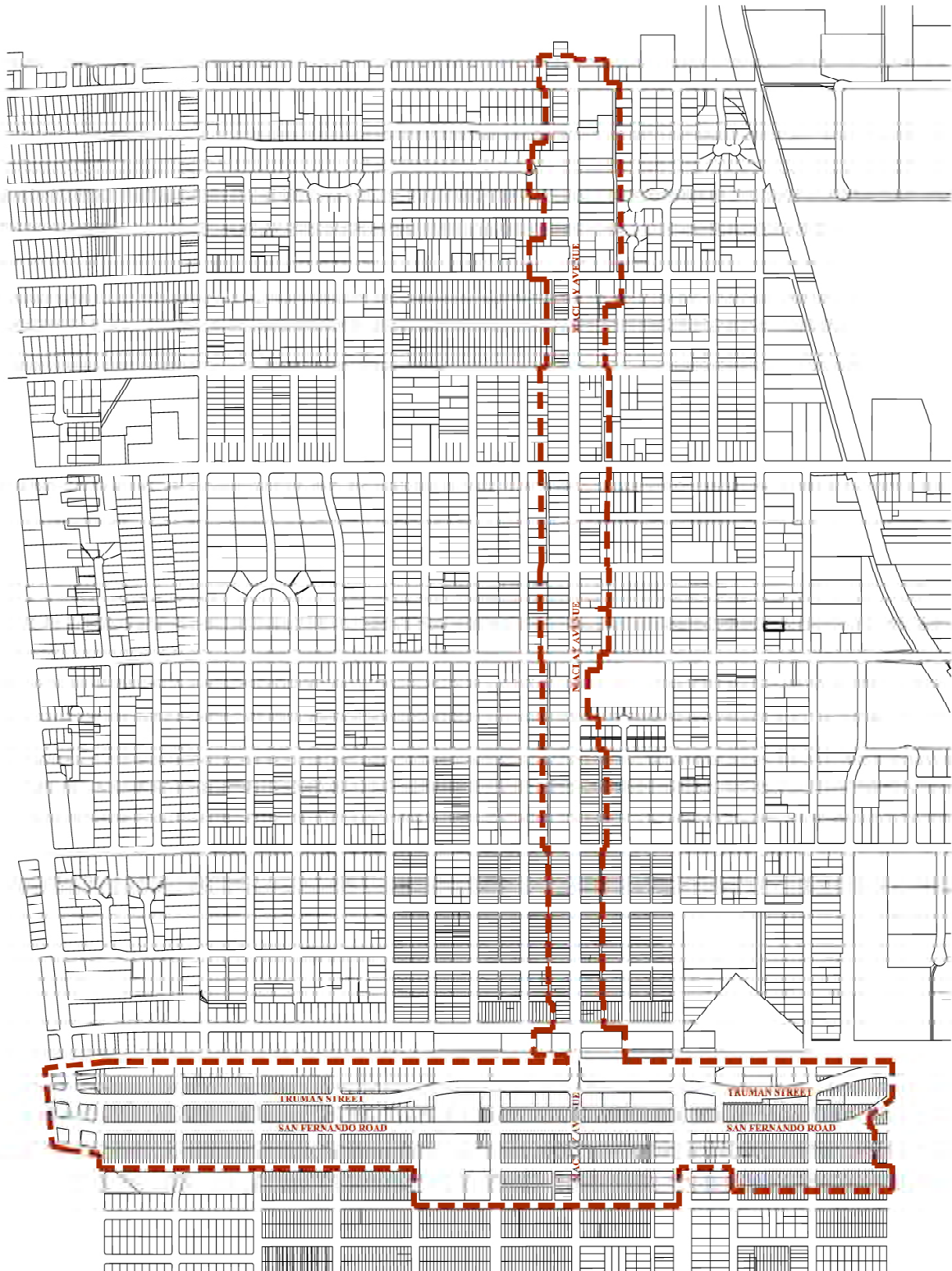
Extending northward from the Downtown District, the Maclay District will enable new corridor-oriented home sites for the city's residents. Here, residential neighborhoods will reclaim their place as the rightful occupants of the city's primary north / south collector. Complementing new residential development along a corridor where Morningside Elementary School and Saint Ignatius School set a high standard of neighborhood character, new shops and services will grace the corridor along with new residential buildings that are attractive and designed to support the Maclay District's neighborhood identity.

Within the Maclay District, locally-serving clusters of retail and services will provide residents with many of the conveniences needed to support their daily lives within a walkable and pedestrian-friendly environment. These retail nodes serve as local destination points for community members to meet and to gather. Residents will be able to walk to visit with friends and neighbors, or will meet one another at a café, bookstore, or other locally-serving establishment.

Throughout the district, new street trees will provide shade to the pedestrian environment while serving to buffer the sidewalks from traffic and parking lanes. New residential and residentially-compatible commercial development will be set back from the street with well-landscaped frontages providing a safe and comfortable atmosphere for strolling. At the northern end of the Maclay District, where Maclay Avenue intersects Eighth Street at the city's boundary, a new city gateway monument will welcome visitors and residents to San Fernando. This will introduce them to the neighborhoods of the Maclay District, where new residential development will reflect community spirit at the city's front-door.

The Truman / San Fernando District: The City's Workplace

To the east, west and south of the Downtown District, the disparate neighborhoods fronting and adjacent to Truman Street and San Fernando Road will be trans-



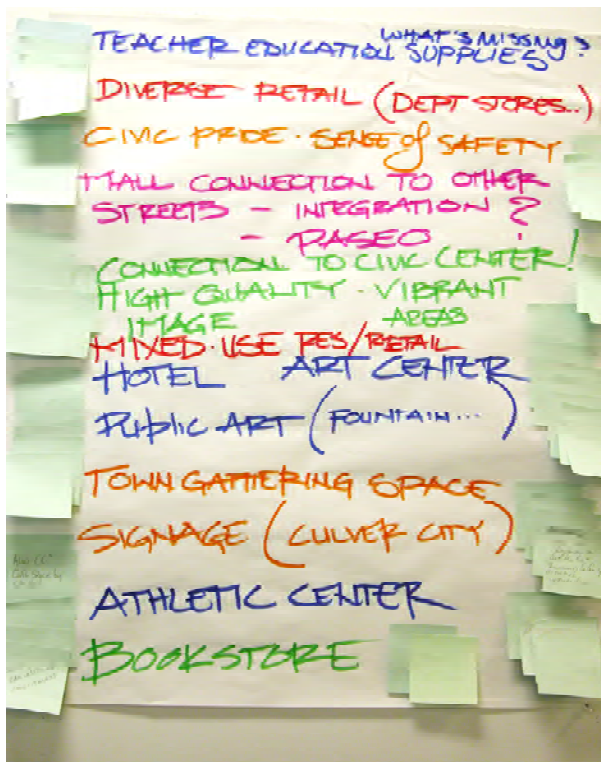
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CITY OF SAN FERNANDO
MacLaz & San Fernando/Truman Corridors Specific Plan

Project Limits





Community Workshop comments.



Community Workshop participation.

formed into a cohesive district that extends from the city's eastern border with Pacoima to its western boundary with Sylmar. New residences, businesses, and services will infill the district's undeveloped areas. Well-designed corridor buildings will expand the power of the city's workplace incorporating new office, commercial, light-industrial and mixed-use development into the mix.

Adjacent to the Downtown District at its south and west borders, new mixed-use development will provide opportunities for new residences within close proximity to the San Fernando Mall, and enhanced access to major public transit routes. Along San Fernando Road between Mission Boulevard and Huntington Street, new residents will live and work in the upper-stories above shops and services. Adjacent mixed-use development will provide opportunities for new residences within close proximity to the Mall and enable a comfortable transition between existing residential development along Celis Street, and the workplace areas to its north. East of the Downtown District, an area devoted to the expansion of auto dealerships will increase its position as a center for new car sales. West of the Downtown District, commercial sales, office development, light industrial complexes, and warehouse and distribution development will fulfill the community's desire for a cohesive district to attract future investment.

Streetscape improvements along Truman Street will support its role as a primary east-west thoroughfare that traverses the City, reshaping this corridor as a grand boulevard. West of Mission Boulevard, distinctive palm trees in combination with large shade trees will provide an attractive environment for pedestrians and automobiles alike. Between Mission and Brand, a tree-planted median will center on Truman Street, and a generous sidewalk buffered by an area of landscape and plantings will provide a pleasant walking environment. Streetscape improvements to the mixed-use area between Mission Boulevard and Huntington Street along San Fernando Road will slow traffic, provide convenient parking for shoppers, and give shade to shoppers and residents alike. At the district's boundary with Sylmar, a new gateway feature will announce one's arrival into San Fernando.

SPECIFIC PLAN AREA DEFINITION

The San Fernando Corridors Specific Plan encompasses the full lengths of Truman Street and San Fernando Road within the city, from the eastern boundary with Pacoima to the western boundary with Sylmar. The project boundaries include the entire public rights-of-way as well as parcels located to the north and south of these roads. On Maclay Avenue, the plan area includes the entire pub-

lic right-of-way and all its fronting properties from San Fernando Road to Eighth Street at the city's northern border with Sylmar (See *Project Limits* illustration on page 9). In the interest of maintaining compatibility with surrounding city fabric and good urban design, suggestions for future design and policy directions have also been made for some streets and parcels falling outside of the specific plan area such as the city's Civic Center area. These suggestions are for broader consideration at a later date.

THE PLANNING PROCESS

In the fall of 2002, the City of San Fernando began a planning effort to revitalize the Maclay, Truman and San Fernando corridors. While past planning processes had examined independent components of streetscape design and individual development sites, never before had the City undertaken a process that brought together aspects of planning for future land use, streetscape design, development standards and design guidelines into a single planning and policy document. As a demonstration of their commitment to the revitalization of these corridors, the City chose to use one of its most powerful policy tools, a specific plan, to guide the restructuring of the three corridors.

The first community workshop was held on December 10, 2002. The meeting began with a brief introduction by City Council members and staff, after which the consultants presented an introduction to the project including an overview of the specific plan process and its use as a tool for enabling and guiding change. A brief discussion of "what is urban design?" and a slide presentation of existing conditions in the three corridors followed. The workshop participants were then asked three questions: What's positive about the corridors? What's in need of fixing? and, What's missing from the corridors? Community members responded to the questions, and in many cases added their own personal impressions of existing conditions in the corridors. During the presentation and ensuing discussion, the consultants recorded community members' comments on wall-mounted "butcher paper." Workshop participants were also asked at the end of the session to paste green (agree) or pink (disagree) "post-it" notes on top of the written comments, so as to convey a sense of which views were widely shared. The results were photographed before the evening's end to ensure that all comments were thoroughly documented.

Among the concerns expressed by community members was a desire to slow the speed of traffic on the corridors (especially on Maclay Avenue for the benefit of schoolchildren) and to reduce the overall impression of auto-related services along the corridors. Workshop par-



Community Workshop participation.



Community Workshop participation.



A need for better pedestrian spaces was often cited by community workshop participants.



Community Workshop participants called for improved signage announcing the entry in San Fernando.

ticipants expressed a desire to fill in vacant properties between existing corridor buildings with new development and to improve the visual appearance of the light industrial and service commercial uses. There were shared feelings among community members that the city would benefit from a clustering of uses, especially restaurants and cafés, so that residents could enjoy strolling in a walkable district where there would be an option for outdoor dining. Many community members mentioned the importance of retaining the city's historic architecture as a part of reinvigorated development and change. Finally, there was a strong sense that the strength of community felt by the city's residents contributes to a significant demand for housing, and that the community would wish to have expanded options for housing for their families.

A second workshop was held on February 11th, 2003 in which the consultants presented two potential revitalization strategy alternatives for the three corridors. Addressing issues related to future investment within San Fernando, aspects related to both private (development) and public (capital improvement) investments were presented. Illustrative master plans showing possible alternatives for structuring future developments along the Maclay and San Fernando Corridors were discussed in collaboration with design sketches illustrating potential architectural prototypes and styles for new development. Regarding capital improvements, four individual streetscape concept designs were presented, each addressing aspects of district formation and of the introduction of pedestrian – oriented improvements to the corridors.

The third and final community workshop was held on April 8th, 2003. In this workshop, the consultants presented an economic analysis underlying the basis for revitalization, with special attention given to discussion of the regional and local housing markets. Following the presentation of redevelopment economics, the consultants presented the "Preferred Revitalization Strategies" to the community for review. The preferred strategies were derived from aspects of the alternative revitalization strategies from the second workshop that were favored by the community. In addition to discussion of the preferred revitalization strategy, the consultants presented an overview of the policy tools that would be integral to implementation of the Specific Plan, and described how they would be used by the City to guide future redevelopment. Workshop participants were strongly in support of the revitalization strategies and were eager to get the process of transforming the corridors underway.

After the extensive public input of the three community workshops, the consultant team reported its findings and recommendations in a May 12, 2003 Joint Study

Session before the City Council and the Planning Commission. During this meeting, members of the City Council and Planning Commission debated the many aspects of the strategies including land-use policy, district formation and plans for future capital improvements. This meeting was open to the public and was well attended, with additional public comment provided after the Council and Planning Commission had reviewed and discussed the proposed strategies.

Based on this public participation process and on direction from the Planning Commission and City Council, the consultant team prepared a first draft of this specific plan document. Subsequent to review and input from City Staff, a public review draft of this specific plan was prepared and circulated.

DOCUMENT ORGANIZATION

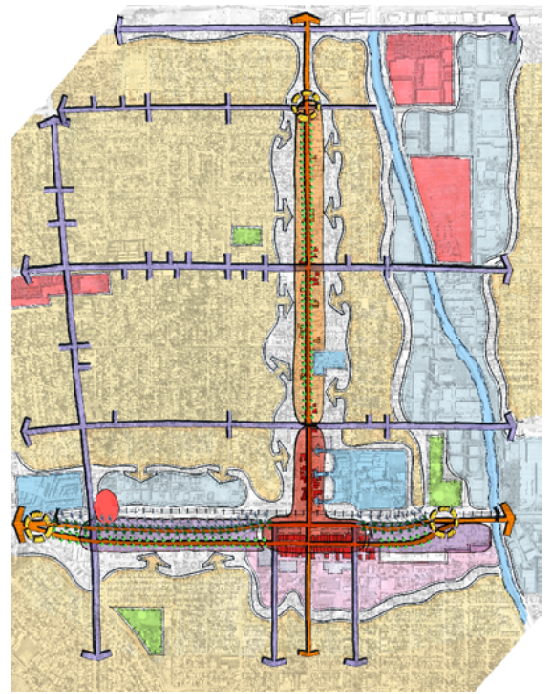
Legal Application

The *San Fernando Corridors Specific Plan* is both an implementation and a policy document, in that it is intended both as a strategy for change and as regulatory policy to guide and govern future development along the corridors. It publicly states the community's goals, objectives and expectations for the corridors, and details the proposed land uses, capital and infrastructure improvements, standards for development and design, and implementation measures that will achieve these goals.

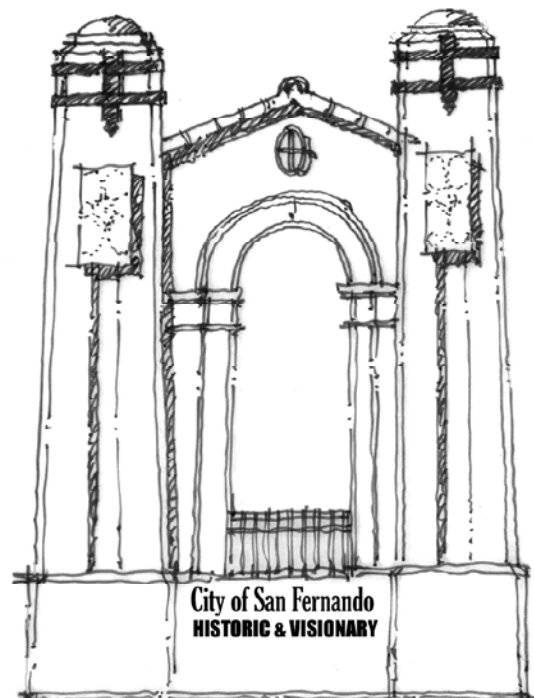
Under the legal authorization of Article 8 of the California Government Code (Sections 65450 - 65457), this specific plan, upon adoption, will become the primary means of regulating and directing land use planning and development within the corridors. The development standards and design guidelines in this specific plan will replace other policy governing the corridors, including those contained in the San Fernando Zoning Ordinance. However, any aspects of new development or redevelopment not covered in the specific plan must conform to the regulations of the San Fernando Zoning Ordinance or other pertinent City regulations.

Document Chapters

The specific plan evolved from a community planning process. It has progressed from a broad community vision for a revitalized corridor structure to specific strategies to enable that vision to become a reality. The organization of the specific plan reflects the progression of that planning process, moving from an explanation of the wide-ranging goals of the plan down to explicit policies and improvement actions. In addition to this Orientation



The Revitalization Strategy for the Corridors.



Gateway features to set the stage for redevelopment along the City's corridors.

Chapter, the specific plan contains the following elements:

- *Existing Conditions* – Chapter 2 provides an overview of the existing conditions along the Maclay and Truman and San Fernando corridors at the time of the plan’s drafting. It documents the corridor’s development context in terms of the City of San Fernando and its community, and the economic and physical conditions of the corridor. These conditions provide the basis for the recommendations that follow.
- *Revitalization Strategy* - Chapter 3 presents the recommendations that will lead to the revitalization of the Maclay, Truman and San Fernando corridors. The directions it contains are a direct result of the objectives established by the community, and provide the goals, objectives, and strategies that will achieve the goal of revitalization.
- *Land Use Framework and Urban Design Principles* - Chapter 4 contains the overall principles that structure the plan and its policies. It translates the community’s vision for the corridors into a series of policies to direct change along the corridors.
- *Land Use Policies for the Districts* – Chapter 5 contains the policies to be applied to properties in the specific plan area, organized by district. These policies consist of development standards, which are mandatory requirements directing use, intensity and development structure, and design guidelines, which are guidelines to shape buildings, landscapes and signage that are of the character and quality demanded by the community.
- *Capital Improvements* - Chapter 6 describes the capital improvements that are integral to the envisioned future of the San Fernando Corridors. These capital improvements, including streetscape improvements, architectural landmarks and gateway features, will set the stage for revitalization of the San Fernando Corridors.
- *Circulation Plan* – Chapter 7 looks at the major components of public and private transportation in the study area. It outlines the existing transportation conditions of the corridors, projects future conditions as change occurs, and addresses improvements and modifications that will be necessary in the specific plan area.
- *Utilities and Infrastructure Plan* - Chapter 8 describes the impacts to the sewage, water, drainage, solid

waste disposal, energy, and other essential facilities needed to support the land uses described in the plan. Based on these impacts, objectives and policies for improvements to the existing facilities are provided.

- *Implementation* – Chapter 9 lists the public actions that are a critical aspect of the community’s vision for the corridors. It describes the key steps needed to implement the specific plan, such as capital improvements, streetscapes, gateways, catalyst projects and other programs that will spur revitalization efforts. It also contains a statement as to the financing measures that will be necessary to carry out this specific plan.
- *Project Participants* - This list of acknowledgments presents all the members of the City organization, consultants team, and all others who were involved in the drafting of this document.
- *Appendices* - Included as appendices to this plan are the *Economic Report for the Maclay and San Fernando/Truman Corridors Specific Plan*, which takes a detailed look at the economics of the city in relation to the region; and documentation of the public participation process, including agendas and workshop comments.

CHAPTER TWO: EXISTING CONDITIONS



This chapter provides an overview of the existing conditions along the Maclay and Truman/ San Fernando corridors at the time of the plan's initial drafting (August 2003). It describes the physical and structural conditions of the corridors that have formed the basis of the recommendations of the plan. Should conditions along the corridors change to a degree that the plan no longer applies, the City of Fernando may need to revisit both the strategies and the policies of the plan.

REGIONAL CONTEXT

The City of San Fernando is located in the northeast section of the San Fernando Valley (also referred to as the North-East Valley) at the southern foot of the San Gabriel mountain range. It encompasses an area of 2.4 square miles and is completely surrounded by the City of Los Angeles. The Santa Susana mountains to the northwest partly divide the valley from the City of Santa Clarita. To the south, the Santa Monica Mountains separate the Valley area from the Los Angeles Basin. Adjacent communities within the City of Los Angeles include Sylmar, Mission Hills, and Pacoima. Nearby prominent town centers of interest apart from Los Angeles include downtown Burbank (11 miles southeast on I-5) and Valencia Town Center in Santa Clarita (14 miles northwest on I-5).

San Fernando is served by several major freeway corridors. Interstate 5, which runs just to the west of the city, serves as the state's main north/south route and is the primary route between the valley and downtown Los Angeles. Interstate 405 divides from Interstate 5 just south of the city and links southward towards Santa Monica and the Los Angeles International Airport. Interstate 210, which passes the city to its north and east, connects the valley with Pasadena to the east. State Highway 118, which runs to the east of the city, connects the valley with Ventura and other cities to its west.

The city is also served by the Antelope Valley line of the Metrolink regional rail system, which links north to Lancaster and south to Union Station and its connections to Amtrak and the Metro system in downtown Los Angeles. The Sylmar/San Fernando Metrolink station lies just northwest of the city boundary next to San Fernando Road. The city's Greyhound bus station is located at the southern border of the city on Rinaldi Street. The nearest commercial airport is Bob Hope Airport (10 miles southeast on I-5). The Van Nuys Airport (8 miles south on I-405) also provides general aviation services.

San Fernando is served by a number of Metro bus routes that connect the city to a variety of local and regional destinations. Within the city limits, Truman Street



Metrolink rail transit connections in San Fernando.

is served by metro bus routes 94, 394, and 561. Maclay is served by route 234, which connects to Sepulveda Boulevard via Brand Boulevard; route LX574 also follows this route but terminates at Truman Street. Routes 230 and 239 connect north from Mission Boulevard through Truman Street to the Sylmar/San Fernando Metrolink station. Glenoaks is served by routes 92, 93, and 410. All of these cited routes stop at the Metrolink station except routes 234 and LX574.

BRIEF HISTORY

In 1874 San Fernando became “the first city of the valley” when Charles Maclay laid out a speculative township map for the “City of San Fernando.” In the early days of the valley, most of the settlements in the region were agriculturally based and centered on the citrus industry. San Fernando served as a regional downtown for the area during this time. Two years later, the Southern Pacific Railroad linked San Fernando with Los Angeles and thus San Francisco and the rest of the nation. This increased access to the area and made it a more viable place to live, subsequently driving up land values. The City of San Fernando was incorporated as an independent municipality in 1911. The demand for urban growth that followed in the mid-twentieth century effectively eliminated the citrus industry. As Los Angeles grew and developed, the areas surrounding San Fernando were annexed into the City of Los Angeles to obtain access to water and services. However, San Fernando was able to maintain its independence due to its own deep well water supply. It remains today one of the few U.S. cities to be completely surrounded by another city. The San Fernando Valley as a whole experienced rapid growth following World War II, filling in much of the remaining un-built land by the 1970’s and 80’s. The city experienced social growing pains as its population transitioned from an Anglo to a Latino majority. It was struck by powerful earthquakes in 1971 and 1994 that damaged much of its historic architecture. Today, the city is largely built out. Like its neighboring San Fernando Valley communities, it faces new Twenty-First Century challenges in strengthening and maintaining a high quality of life in an “urban village” setting.

COMMUNITY

San Fernando prides itself as being a unique, independent city within the sprawling metropolis of Los Angeles County. This autonomy is valued by existing residents and businesses who enjoy good access to decision makers, attentive city services, and in particular, rapid police response times. Because of the latter, the community is perceived as safer than surrounding areas. Resi-



A Metro bus stop.



The San Fernando rail station.



Downtown San Fernando.



A Mission-style home typical of San Fernando's neighborhoods.



Existing conditions on the corridors today.

dents are proud of their downtown, one of the few walkable community centers in the region, and of the pleasant single-family neighborhoods that speak of a family-oriented community. A trend of restoration of older and historic homes in neighborhoods around the city has become noticeable, and an attractive Mission-styled library and attached shops have opened along Maclay in the historic City Center. All of these factors contribute to a unique "small-town" character of San Fernando which is attractive to would-be residents and businesses.

San Fernando lies at the heart of a largely Latino area in the San Fernando Valley, consisting of an overall population of over 200,000 native Spanish speakers spread over a number of communities. The city itself has a population of over 23,000 residents, and almost 90% of these residents are of Latino origin (i.e., of Mexican, Puerto Rican, Cuban, Central or South American, or of other Spanish-speaking cultures or origins), compared to less than 50% in Los Angeles County. The Latino population of San Fernando includes recent immigrants as well as families of many generations' residence. More recently, a "new generation" of young professionals have returned home to the city after college to settle and raise their families. This most recent group is largely responsible for increases in income that have outpaced Los Angeles County over the last decade. The spread of cultural experiences and economic resources among this range of groups has led to an expanding variety of aspirations, tastes, and lifestyle choices. (See Appendix: *Economic Report for the Maclay and San Fernando/Truman Corridors Specific Plan*)

ECONOMIC CONDITIONS

Because San Fernando is surrounded by the larger metropolitan area of Los Angeles, its housing demands reflect the needs of the region as well as those of its own residents. Not surprisingly, demand is stronger in San Fernando than in the surrounding Los Angeles County area. New buyers from outside the city and existing residents who might be looking to change housing type while remaining in San Fernando make up part of this demand. Another source of demand comes from the above mentioned "new generation" professionals who desire to return to the city they never stopped thinking of as home.

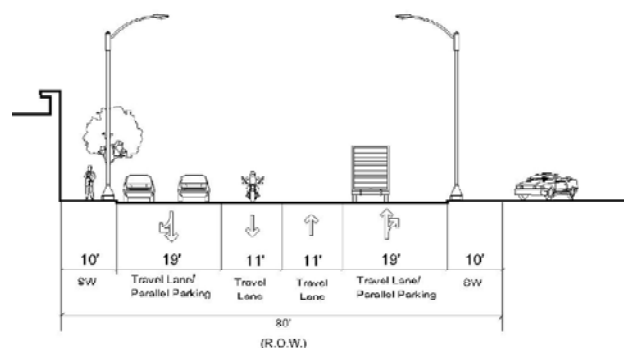
The housing stock of the city is primarily single-family homes, accounting for over three-quarters of the total housing in San Fernando. By contrast, in Los Angeles County, single-family homes account for approximately half of all units. More of San Fernando's housing is owner-occupied (54%) than in the County (48%), and prices are lower in San Fernando than in the county. However, while existing stock is primarily single family, demand

in the community shows a strong interest in multifamily product types such as condominium and apartments complexes. The rental housing market is strong, with a very low apartment vacancy rate. There is currently a shortage of rental housing, particularly at the lower end of the market. Substantial new multifamily development is needed to accommodate the demand of the growing population, particularly given the limited amount of land currently available for new development or re-development in San Fernando.

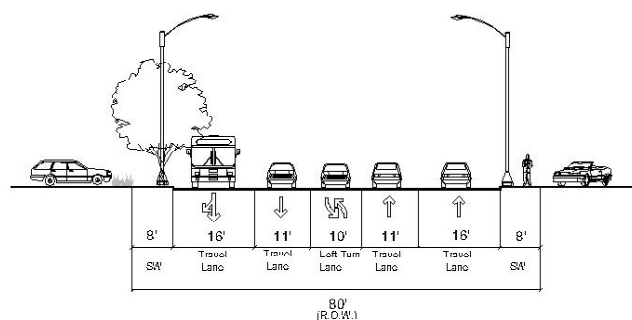
Many retail establishments in San Fernando primarily serve the regional demands of the recent immigrant market. This market area includes the surrounding communities of Sylmar, Mission Hills, Pacoima, Sun Valley, Granada Hills, North Hollywood and Northridge. Other retail establishments serve the local convenience market at large. Retail sales throughout the city are strong, and San Fernando has the lowest retail vacancy rates in Los Angeles County. But while many of the businesses are financially successful, the overall mix does not serve the city's full range of residents and lifestyle tastes. There are few retail establishments catering to the "new generation" higher income residents, and a very limited amount of restaurants and entertainment venues for the community to patronize. The absence of substantial nightlife in San Fernando is a pressing issue, as many residents with expendable income travel well outside the city to find evening entertainment. This results in a significant amount of lost restaurant and retail expenditures. (For a detailed economic breakdown of the economic conditions cited in the preceding paragraphs, see Appendix: *Economic Report for the Maclay and San Fernando/Truman Corridors Specific Plan*)

THE CORRIDORS

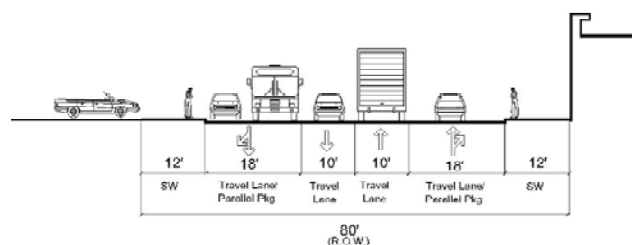
The Maclay, Truman and San Fernando corridors form the transportation framework of the city as its most public and traveled thoroughfares. Maclay Avenue is the city's primary north-south thoroughfare, intersecting with Interstate 210 just outside the northern border of the city. The portion within the specific plan area is approximately 1.4 miles long, has a right-of-way width of 80 feet and typically has four lanes total - two dedicated travel lanes and two combination travel/parallel parking lanes. It is crossed at its mid point by Glenoaks Boulevard, a major east-west corridor through the city, and it crosses the Truman/ San Fernando corridors just south of the center of the city. Truman Street and San Fernando Road are the main east-west corridors through the city, running parallel to each other and one block apart for most of the city's length, and merging at the eastern and western city boundaries. They run parallel to Interstate 5 and eventually



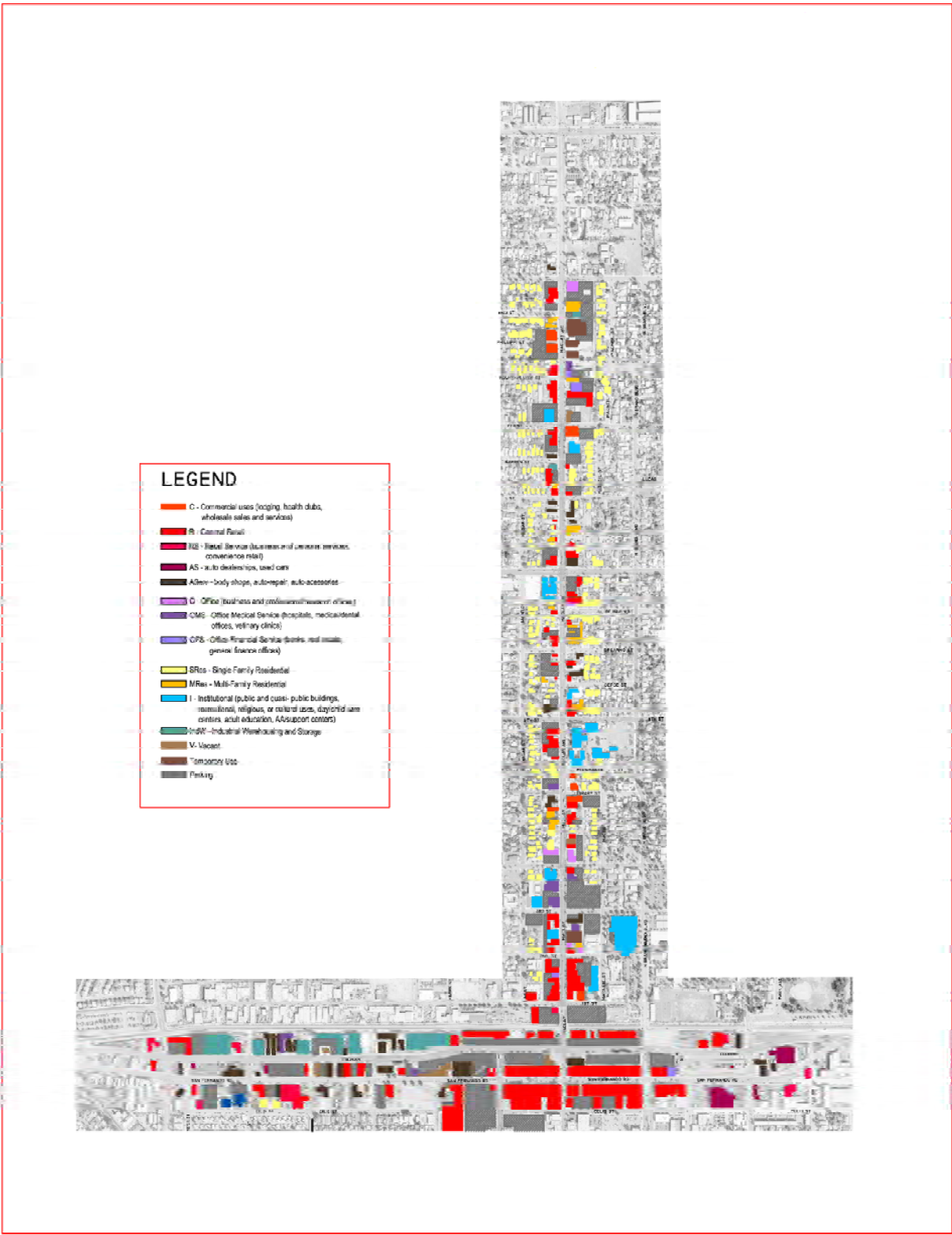
Maclay Avenue - existing street section.

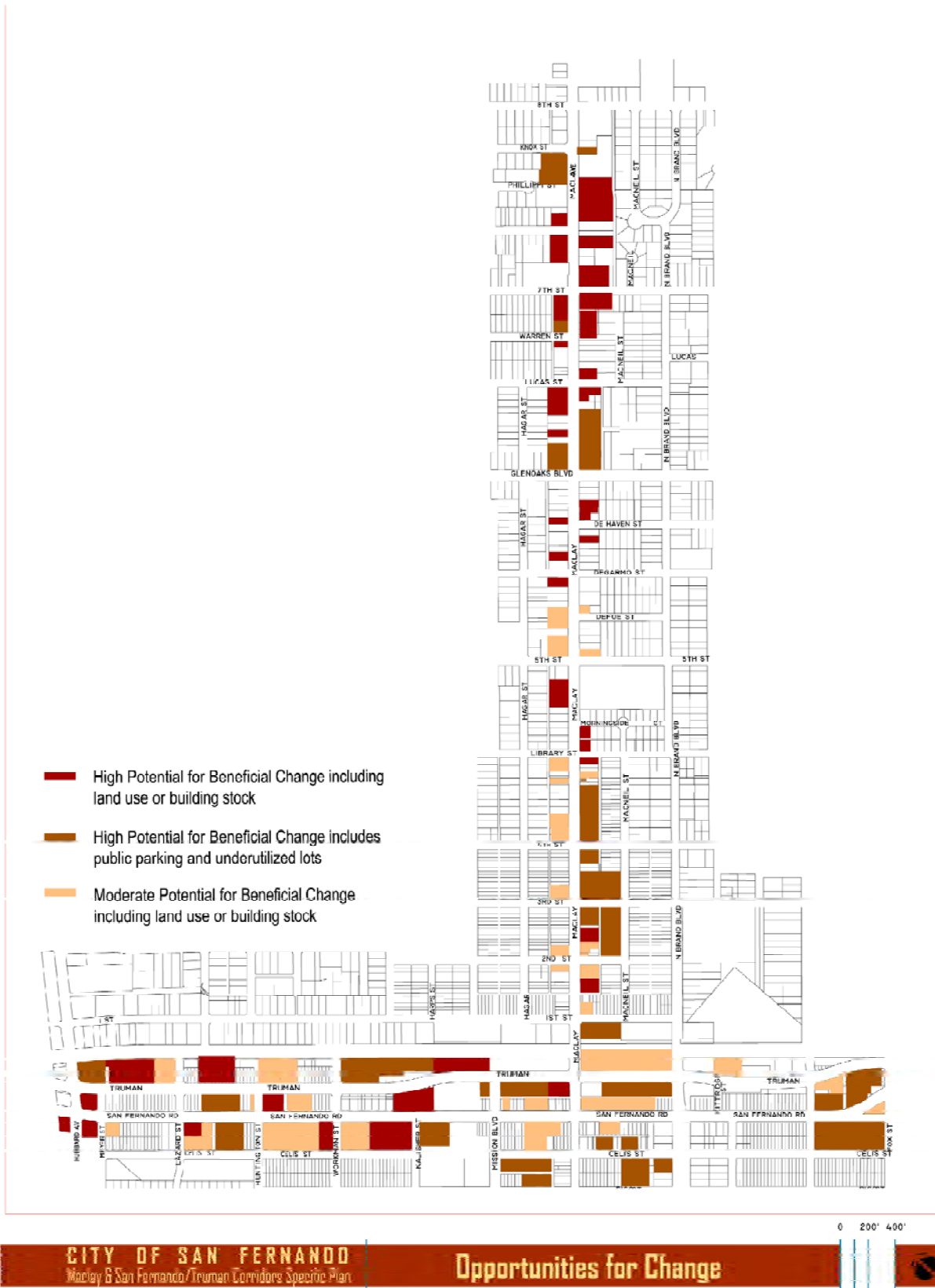


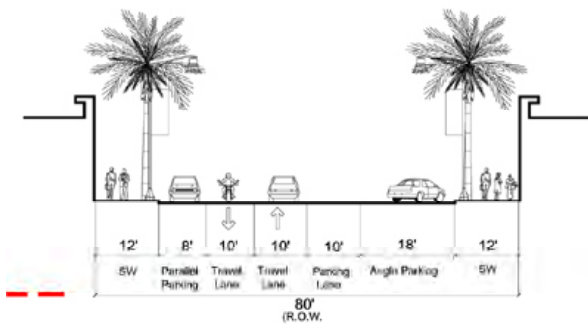
San Fernando Road - existing street section.



Truman Street - existing street section.







The San Fernando Mall - existing street section.



The eastern gateway along San Fernando Road.



The western gateway along San Fernando Road.

connect to it to the east and west of the city. Truman Street is just over a mile long, has a right-of-way width of 80 feet and typically has 5 travel lanes and intermittent curbside parking. The portion of San Fernando Road within the specific plan area is just over a mile long, has a right of way width of 80 feet and typically has five lanes total - three travel lanes with two combined travel/parallel parking lanes. The San Fernando Mall maintains the same public street right-of-way but has only two travel lanes with angled and parallel curbside parking on opposite sides of the street.

There are four major entrances to the city which lead directly to these corridors, forming de-facto “gateways” to the city: the northern entrance on Maclay Avenue, the southern entrance along Brand and San Fernando Mission Boulevards (after descending from I-5 off-ramps), and points of arrival at the eastern and western ends along San Fernando Road.

The northern “gateway” along Maclay is a non-descript portion that offers little sense of arrival. A street sign announcing the city limits accompanies a sign prohibiting street vendors, conveying a somewhat unwelcoming image. However, the city has recognized the importance of this ‘gateway’ to the city, and has proposed to build a gateway structure as part of future Maclay streetscape improvements. The southern gateway along San Fernando Mission Boulevard is unmarked by special design treatments or gateway architecture but its arrival via Highway 118 makes its presence more apparent to arriving visitors.

The eastern gateway on San Fernando Road is actually located in the City of Los Angeles. It announces one’s entrance to San Fernando with a low adobe-styled wall with signage reading “The City of San Fernando - *Historic and Visionary*” set amidst lush landscaping. While this monument sign effectively announces a point of entry to the city, as it stands at the “fork” in the road dividing Truman Street and San Fernando Road, it does not distinguish between the two corridors or direct visitors to the San Fernando Mall or other destinations within the city.

A similar potential western gateway location at the counterpart “fork” is also located in the City of Los Angeles, just outside the city boundary. It lies amidst a barren urban landscape characterized by vacant lots, asphalt, and concrete traffic islands, and is not an appealing image for the western entrance to San Fernando. The actual city boundary crosses Truman Street and San Fernando Road several buildings to the west of Hubbard Street and is not physically discernable other than the presence of a city boundary sign.

The discussion that follows will cover the existing zoning on each of the corridors, as well as the development pattern and physical conditions of each street at the time of the drafting of this plan. Because each street's spatial characteristics are essential to understanding the physical conditions of the corridor, they are analyzed in detail. Design factors such as where buildings are sited relative to the street and sidewalk; elements such as landscaping, lighting, and street furniture; and the articulation and number of openings on building facades all influence the quality of the street and their "sense of place." These in turn condition the corridors as settings for economic and community activity.

Maclay Avenue

Along the entire length of Maclay Avenue the zoning prior to the adoption of this plan was "General Commercial". This corridor contains a wide range of land uses including single- and multi-family homes, retail, office, and civic institutions such as libraries, churches, and public schools. Stable single-family neighborhoods abut the previously commercial zoning of the corridor on the east and west. The existence of residential structures here and there along the corridor indicates that previous zoning was not exclusively commercial, but instead concentrated uses into commercial pockets like in the downtown. Many of these nonconforming residences, including some particularly vulnerable single-family homes, are side by side with newer retail and service structures. Some of the pre-existing homes have transitioned to commercial uses. The uncomfortable relationship of many remaining single family homes with their new, busier neighbors is evidenced by high fences erected at the property lines that attempt to keep the traffic and commercial activity of Maclay Avenue at bay. Existing multi-family residences share a similarly awkward relationship with adjacent commercial uses and the corridor. They generally orient away from the street and do not become a significant presence on Maclay Avenue. Multi-family housing can have an attractive and appropriate presence on a corridor street with the right design relationships, such as a comfortable setback from the street, suitable streetscaping, and an appropriate height in relation to the corridor width.

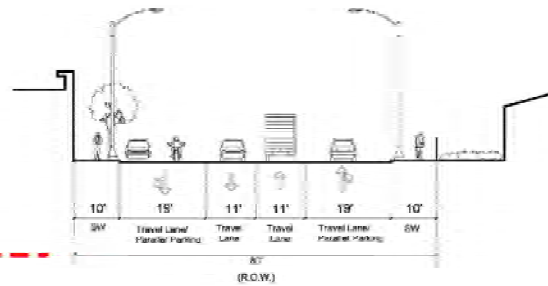
Between First and Fourth streets, the City Center maintains a mostly consistent frontage of retail uses, but underutilized buildings are common and rents are generally low. Due in part to the prevalence of underutilized properties, Maclay Avenue has become the site of some new investment in recent years. Emphasis has recently shifted to this historic corridor perhaps because of its potential for infill development, its proximity to civic uses,



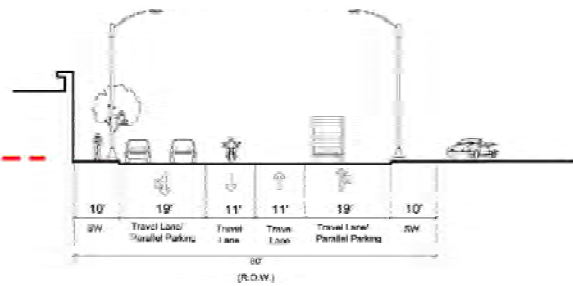
Residential development along Maclay Avenue.



A mix of housing and commercial uses along Maclay Avenue.



SECTION AA' - MACLAY AVENUE
(BETWEEN MORNINGSIDE AND LIBRARY ST)



SECTION BB' - MACLAY AVENUE
(BETWEEN 4TH AND 3RD STREETS)



and its lesser legacy of old industrial properties (the latter in comparison with western Truman Street). The prevalence of underutilized properties at Truman's northern end presents opportunities to further create positive infill development. Two new developments, both located in the downtown area, demonstrate this new investment. The recently completed Library Plaza is a mixed-use project that includes a mailbox outlet, restaurants, a coffee shop and the new L.A. County Public Library. The soon-to-be constructed Rey Building will offer high quality ground floor retail space with office space. These projects have begun to improve the retail and dining choices for residents of San Fernando. The Library Plaza in particular has been embraced by residents of all ages and exemplifies stylistically compatible architectural qualities desired by the community that can be incorporated into new development.

Just east of Maclay Avenue along Macneil Street lies the city's Civic Center. Despite their close proximity to the Maclay corridor, this series of civic buildings currently has a weak connection with the public realm of Maclay Avenue. There are no visual cues in the streetscapes of connecting streets that signal the presence of the adjacent Civic Center.

San Fernando Road

At its western end, San Fernando Road is zoned "Commercial" (C-2). It borders single and multi-family residential zoning northeast of Celis Street. It is an area characterized by automobile service centers, offices and used car dealerships. The prevalence of display lots and customer parking areas creates a challenging spatial condition. With the relative scarcity of buildings on the slender block between the San Fernando and Truman Corridors, a broad expanse of paving hundreds of feet wide between buildings is often created. Existing buildings fail to create a "street wall" to enclose the San Fernando Road corridor, due to the inconsistency of their frontages. Underutilized and vacant buildings and sites are common here and increase towards the west. While they are not attractive, they present potential opportunities for infill development.

The San Fernando Mall, located between San Fernando Mission and Brand Boulevards, was zoned "Limited Commercial" prior to the adoption of this specific plan. It is fully occupied with retail and entertainment uses housed in contiguous storefront buildings on both sides of the street. The Mall's consistent street walls of retail buildings are sited directly at the back of generous sidewalks with landscaping and street furniture in front. These give a strong sense of enclosure to the street.



New Development - Library Plaza on Maclay Avenue.



Gateway sign announcing the San Fernando Mall



Pedestrian activity at the San Fernando Mall.

Together with the presence of people and activity, the combination results in a pedestrian-friendly place. The street “room” of the Mall feels narrower than the seemingly wider Maclay Avenue and Truman Street corridors, though they all actually have the same right-of-way width. Signage is festive but inconsistencies in style, size, and materials result in a somewhat irregular appearance. The architectural composition and ornamentation of facades and walls within the Mall is unremarkable but again the consistent street wall and lush landscaping create a pleasant atmosphere not found elsewhere in the city. The Mall stands as a welcome contrast to the bland auto-oriented strip development typical to corridors in the region.

The San Fernando Mall is very successful as an ethnic retail center. From morning to early evening, it hosts a steady flow of visitors. The street atmosphere is vibrant: street vendors sell favorite snacks out of carts while merchandise is displayed on the sidewalk. Families and individuals of all ages can be seen shopping and socializing, making full use of the street’s pedestrian amenities. City revitalization strategies have made efforts to build on the Mall’s commercial success, including streetscape improvements, but future growth is limited simply because the mall is built out - there are few vacant buildings for major anchor uses or even new small-scale retailers.

Immediately east of the Mall, San Fernando Road was zoned “Service Commercial” prior to the adoption of this specific plan. It is part of the city’s auto center that extends to the city’s eastern border. Substantial landscaping and lighting, similar to that which exists along Truman within this area, have created an improved streetscape environment that is inviting to pedestrians and motorists alike.

Truman Street

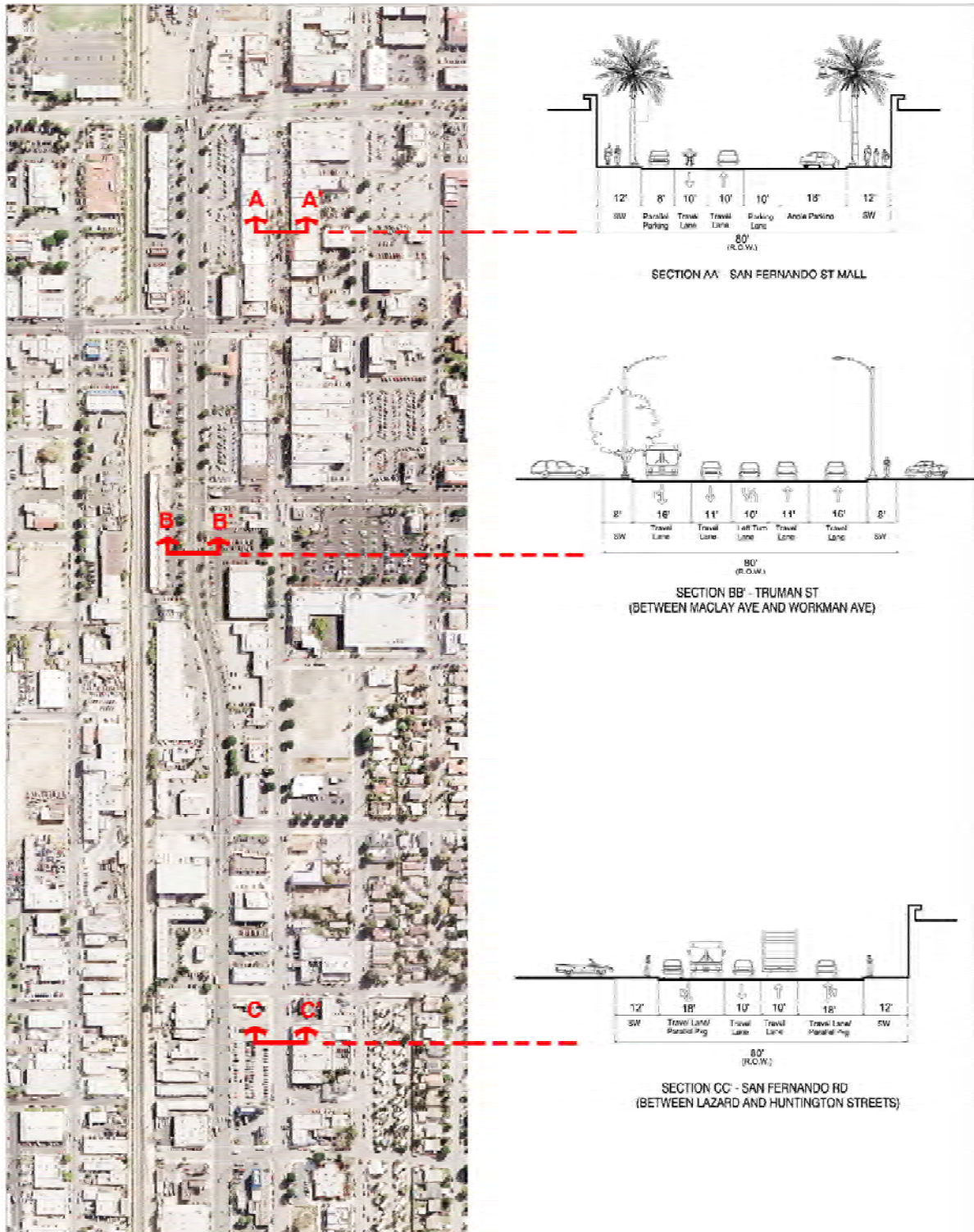
Truman Street can be characterized as having three distinct areas: the area west of Mission Boulevard, the area between Brand and Mission Boulevards, and the portion east of Brand Boulevard. West of San Fernando Mission Boulevard, the western portion of Truman was zoned “Light Industrial” prior to the adoption of this specific plan. It is bordered by the train tracks to the north. Its uses are dominated by packing houses and other industrial uses, and a number of auto servicing uses located near the western city limit. Truman Street is well suited to accommodate the circulation demands of its current industrial zoning. Its capacity and access facilitate the movement of large trucks through generous travel lanes and convenient access to regional circulation systems. However, typical industrial site design characteristics that characterize Truman’s fronting developments such as



A street vendor on the San Fernando Mall.



Light industrial development on Truman Street.





Backs of retail buildings and parking lots face Truman Street.



The spatial gap created by the railroad tracks on Maclay Avenue.



Auto dealerships on Truman Street.

sparse landscaping and chain link security fences do not create a pedestrian-friendly look. Sidewalk paving conditions are also challenging, with numerous curb cuts and a minimal separation between pedestrians and automobile traffic.

At the intersection of San Fernando Mission Boulevard, the section of Truman Street between Workman Street and Maclay Avenue was zoned “Commercial” prior to the adoption of this plan. Most uses are typical to suburban retail strip development, and are characterized by expanses of parking and asphalt. On the north side of the street, one story strip retail development is set back with surface parking in front. On the south side of the street, a single depth of parcels separates Truman Street from San Fernando Road. Most development on these parcels orients toward San Fernando Road, presenting the unadorned rear facade of the San Fernando Mall and of other buildings. The sidewalk is narrow and is frequently infringed upon by bus stops that occupy a significant portion of the public right-of-way, or by the occasional car that juts out past its stall on a private parking lot.

At the key intersection of Truman Street and Maclay Avenue and close to the geographic center of the city, the combination of wide streets and wide intersection space, a major train track crossing, surface parking lots, weak building enclosure, and minimal landscaping creates a spatial gap, a kind of no-man’s land. This gap acts as a divider between the north and south portions of the Maclay Avenue corridor. There is little indication of any connection, visual, pedestrian or otherwise, between the San Fernando Mall to the south and the City Center and civic uses to the north. These two major community activity centers are geographically close but feel strongly separate. As a visitor, one has arrived at the crossroads of the city, but there is arguably no “there” there.

The portion of Truman Street to the east of Maclay Avenue was also zoned “Commercial” prior to the adoption to this plan and is characterized by the auto mall that approaches the city boundary. It is the center of the city’s auto dealerships as well as other auto-oriented service and repair uses. Some of the dealership buildings are new, and recent capital improvements have been made to public streets including new street trees and street lighting, new paving, and improved site landscaping. They define the area as a place oriented towards auto-sales, with a strongly recognizable character.

ARCHITECTURAL CHARACTER

San Fernando's historic architecture is a source of pride for the city's residents and helps set the city apart from other communities in the San Fernando Valley. Much of the desirable character of San Fernando is derived from the San Fernando Mission, founded in 1797. Located just outside the city limits, the Mission's historical significance to the valley and distinct architectural forms provide a foundation for architectural expressions within the city. Other notable buildings that are located within the city which further contribute to San Fernando's architectural character include the Lopez Adobe, the classically inspired Morningside Elementary School, and the historic Post Office. In addition to the Mission Revival style, other prevalent styles such as Spanish Colonial Revival, Mediterranean and Monterey have influenced various buildings in the city. Some of the shared characteristics of these styles include light-colored stucco walls, red barrel-tiled roofs, arched and small accent window openings, clay tile pavers, dark woodwork, and wrought iron style ornamental accents.

In 1971 a devastating earthquake damaged and destroyed a substantial number of historic buildings that had contributed significantly to the city's character. Post-earthquake repair projects and new building construction that did not or could not reproduce historic details, materials, and craft quality resulted in bland buildings with little stylistic relation to the city and region. The unarticulated facades of many of the San Fernando Mall's storefronts are an example of this. The scale of the buildings is appropriate and the clustered shopfronts have a variety and charming rhythm that is missing in typical strip malls and power centers, but the actual buildings lack quality details and ornament. Other new buildings in the decade following the earthquake were inspired by the Mission Revival period, incorporating elements such as ornamental parapets. However, the craftsmanship inherent to the style, often represented by decorative ironwork and timber woodwork and molding treatment, are often missing.

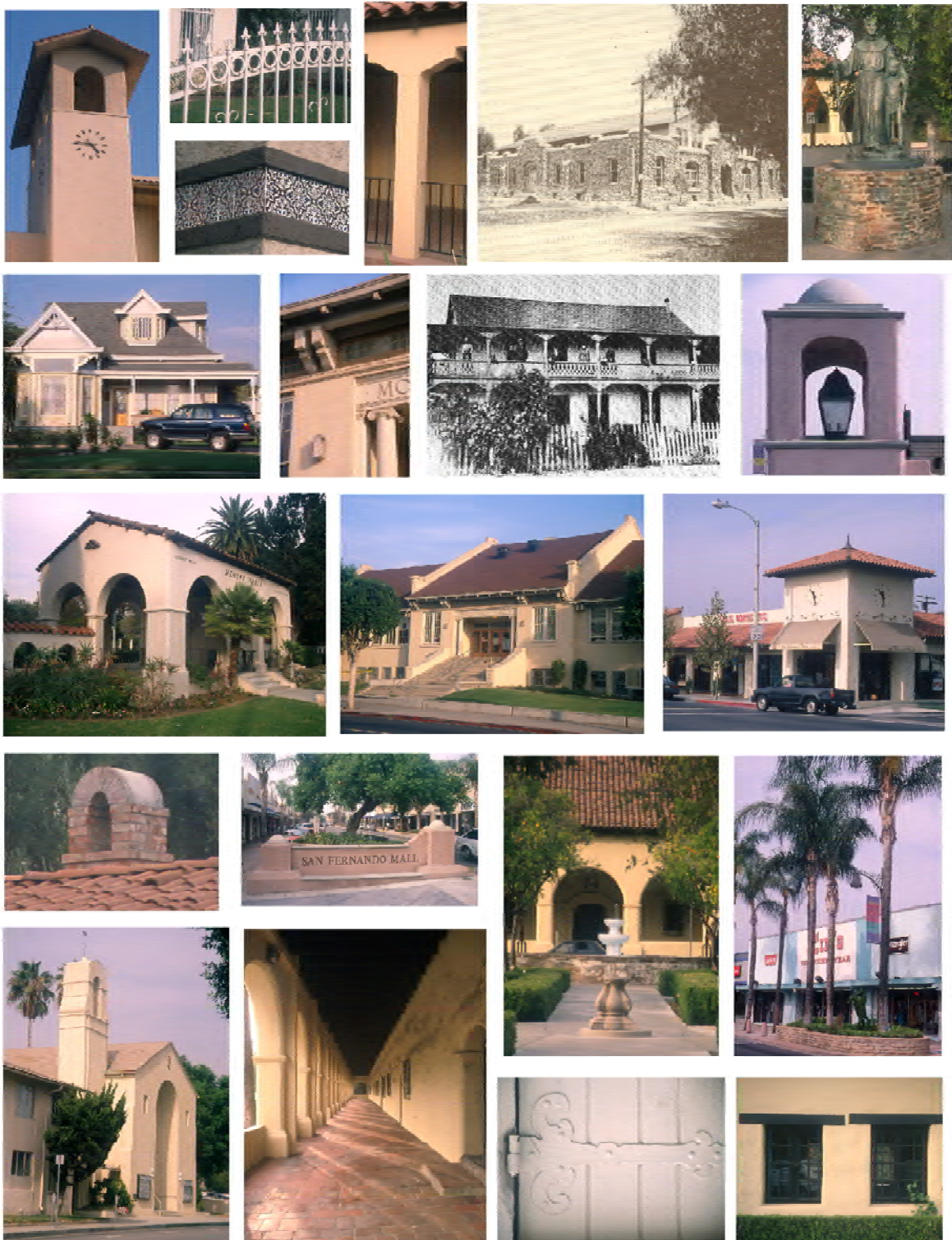
Recent architectural efforts have been more successful in that they have begun to interpret the Mission style in a more diverse and creative manner. The Library Plaza development at the corner of Third Street and Maclay Avenue exemplifies many of these elements. An arcade and central courtyard recall the principal elements of the San Fernando Mission. The architecture embodies typical Mission style elements such as a corner tower, red barrel tile roofs, and the use of timber woodwork and decorative ironwork.



Morningside Elementary School on Maclay Avenue.



Unarticulated building facades along the San Fernando Mall.



Other architectural influences present in San Fernando include Craftsman, Bungalow, Beaux-Arts, Art Deco and Victorian styles. These architectural styles also flourished at the turn of the century primarily in residential buildings, with a few commercial and public buildings showing the characteristics of these styles as well. Together with the Mission Revival influenced houses, these styles provide the character for the many San Fernando neighborhoods. Some of the best examples of these styles are found along Brand Boulevard and The Huntington Estates area. Many residents who appreciate the qualities of these older houses have bought and restored these buildings, reinforcing the historic character of the city.

PLANNING CONTEXT

The development of San Fernando's corridors has been shaped considerably by the City of San Fernando's planning policies of the last 30 years. The 1973 General Plan and a 1987 revision have guided the overall growth of the city during this period. A 1985 Downtown Master Plan and a 1999 Core Revitalization Plan effort advanced recommendations for improving specific areas of the city with varying levels of success. Most recently, a 2000 Housing Element of the General Plan addressed housing demands and patterns of development that have evolved in the city.

Many of the recommendations of the 1973 General Plan affecting the corridors were fulfilled. This included the definition of an auto mall area near the eastern city limits, a central business district, an industrial area to the west on San Fernando Road and Truman Street, and Maclay Avenue as a multi-use corridor. The new and upgraded car dealership facilities and improved streetscape that line the Truman and San Fernando corridors east of Brand Boulevard are evidence of the success of the auto mall area. Designation of the central business district has reinforced the pedestrian-scaled and continuously leased San Fernando Mall area, which hosts small retail businesses that cater successfully to a largely Latino market. Some of the other area and use designations, however, have had less success. Maclay Avenue's designation as a multi-use area did lead to a range of uses being distributed along its length. However, the combination of multiple uses did not create distinctiveness. They also did not provide consistency of re-investment and upkeep of properties. The contiguous area of the western industrial section along Truman Street and San Fernando Road was halved by the 1987 General Plan revision that added general commercial zoning to the area. While this enlargement of uses may have enabled some flexibility and investment, the western area as a whole



Restored residential buildings demonstrate San Fernando's historic character.



The 1973 General Plan defined the Auto Mall area in San Fernando.



The 1973 General Plan created a Central Business District to reinforce the pedestrian scale of the Mall.



Courtyard style housing in San Fernando.



New housing types, as shown above, can help to address the pent-up demand in San Fernando .

continued to experience disinvestment common to arterial corridors with shallow parcelization.

The 1987 revision to the General Plan maintained the majority of the recommendations from the 1973 plan with certain exceptions. These included the previously mentioned addition of general commercial uses to the industrial area at the west end of Truman Street and San Fernando Road. Another significant change was the designation of areas to receive a substantial amount of high density housing adjacent to the commercial uses to the west of Maclay Avenue, just north of Truman Street. This designation has not yet resulted in significant amounts of new housing.

The 1985 Downtown Master Plan recommended a series of urban design improvements and provided guidelines for improving the commercial building stock in the downtown. Initially the plan was useful in guiding architectural development and streetscape improvements in the downtown and reinforcing the Mission style that the plan recommended. This was particularly important in remedying the loss of architectural character arising from a tendency towards unadorned repairs and renovations following the 1971 earthquake. However, the plan has not been used consistently by the City in recent years.

The Central Core Revitalization Plan prepared in 1999 sought to build on the commercial success of the San Fernando Mall. The plan revived the “Zocalo” concept from the 1973 General Plan and focused on a multiplex theater as the anchor for the revitalization effort. Despite presenting a vision for the area, the inability to implement the cinema stalled the effort and the plan was ultimately not adopted. The plan did successfully lead to the development of a streetscape design concept for Maclay Avenue, which the City used to apply for and obtain grant funds for construction. The design concept addressed street landscape only and was not specially configured to support adjacent land uses on Maclay.

The 2000 Housing Element of the General Plan addresses housing needs and projections for the city. The plan states the need for a variety of new housing types to serve all segments of the community, including special needs groups. It notes that multi-family types such as apartments and condominiums are needed for residents that are not adequately served by the predominance of single-family homes in San Fernando.

The City of San Fernando Redevelopment Agency has adopted redevelopment plans that include all of the Downtown District and the Truman / San Fernando District. Property tax increment financing through the redevelop-

ment agency has been instrumental in upgrading public street improvements and in providing gap financing for beneficial private development in these areas, particularly in the automobile sales sub-district at the east end of the Truman / San Fernando District. However, while limited redevelopment agency resources may be available to provide future strategic assistance to the revitalization process in the corridors, such opportunities will be exceptional given the agency's finite resource constraints. The revitalization strategy of the specific plan discussed in Chapter Three entails removing current barriers to market-driven investment based on regional demand rather than relying on the comparatively limited resources of the redevelopment agency to drive the revitalization process.

CONCLUSION

One of San Fernando's strongest assets is its identity as a unique small city that stands out from surrounding areas in the great metropolis of Los Angeles. San Fernando is defined by a population that feels a strong sense of pride in their community. Both long-time and incoming residents value the small town character of San Fernando.

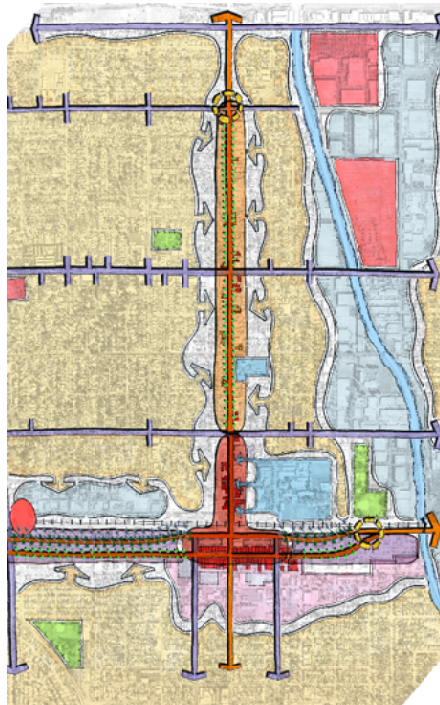
But the pride that residents of San Fernando feel in their community is not universally reflected in the appearance of its arterial corridors, though there are bright spots. The eastern auto mall area and the eastern gateway are attractive and successful. But the corridors overall have the feel of serving the automobile at the expense of the pedestrian. Along the western segments of the Truman and San Fernando corridors, a substantial number of commercial buildings and properties are vacant and underutilized, and many that are occupied do not contribute strongly to an attractive corridor appearance. The no-man's land of space at the intersection of Maclay Avenue and San Fernando Road – made worse by the dominance of parking lots along the back of the mall – makes for a large void at the crossroads of the city, and presents a missed opportunity to connect the City Center to the north with the San Fernando Mall to the south. Maclay Avenue also suffers from disinvestment amongst its hodge-podge of commercial and automobile-serving buildings and sites, interspersed by remnant single-family homes between Fourth and Eight Streets. Between First and Fourth Streets, the City Center shows signs of recent investment with a few new development projects. With the exception of pockets such as the auto mall, the San Fernando Mall and the recent Library Square, the corridors are not as welcoming and attractive as they could be. Too many buildings are underutilized or unattractive, too many parking lots are visually dominant, there is

too little landscaping and greenery, and there are too few pedestrian-oriented spaces.

The story of San Fernando's corridors mirrors that of many suburban communities across the United States, where the initial optimism of post-war planning led to the creation of continuous commercial zoning on arterial corridors. The evolution and specialization of suburban retail development in the half century that followed, however, meant that active retail growth eventually focused elsewhere, such as power centers and regional malls at freeway interchanges. Instead of filling up with high value, active development, the commercial promise of the corridors remained unfulfilled and in some portions has worsened over time.

The city has many positive features that can serve as the basis for revitalization. The vision for revitalization and its tools for implementation that follow are intended to build on and accent the positive features that already exist within the community.

CHAPTER THREE: REVITALIZATION STRATEGIES



The purpose of this chapter is to lay out the recommendations for the revitalization of the Maclay and Truman / San Fernando corridors. The basis for these recommendations originated in a community vision for corridor revitalization developed through a public workshop process. The vision was then refined through collaboration between City staff, the Planning Commission, City Council, and the consultant team. The resulting objectives and revitalization strategy have been expanded into a set of recommended actions to be taken by the City to achieve the ends of revitalization.

REVITALIZATION OBJECTIVES

As described in Chapter Two: Existing Conditions, the Maclay, Truman, and San Fernando corridors are centrally important “pieces of city” in San Fernando. They play a strong role in the community’s daily life. The corridors provide access through the city and its neighborhoods. They are the home of most of the city’s commercial and service establishments as well as many civic and cultural facilities. However, their lack of reinvestment and unattractive appearance represent missed opportunities and lost potential for the community.

The overall goal of the *San Fernando Corridors Specific Plan* is to breathe new life into the corridors by removing obstacles to change, investment, and care. The following objectives and strategies are intended to transform the corridors from unfocused commercial roadways into places of community pride. Objectives within the goal are as follows:

1. ***Establish the city’s corridors as the armature of the city.*** Define the Maclay, Truman, and San Fernando corridors to be major spines of city character and activity. The corridors should have a more civic quality and structure that befits their roles as central spaces of the city’s neighborhoods. They should be recognizable not just as the major traffic conduits of the city, but also as active, livable and unique places in their own right.
2. ***Remedy the feeling of “sprawl” on the corridors.*** The corridors can contribute to the city’s distinctiveness from the rest of the surrounding San Fernando Valley by not emulating the “sprawl” character typical to the Valley’s commercial corridors.
3. ***Attract new investment appropriate to the envisioned character of the corridors.*** Enable the corridors to be attractive places for new businesses, residences, and workplaces desired by the community. Configure the



The corridors should be places within the City, not just traffic conduits that move you through the City.



The corridors should attract new investment, like the recently built Library Square.

patterns of uses, building scales, and activity to be compatible and mutually reinforcing of value and livability. Assist existing businesses and establishments to play their part, and bring in new ones that the community feels are missing.

4. *Revitalize the identity and investment climate of the city as a whole.*
5. *Make walking and driving along the corridors a more pleasant experience by improving the physical settings of corridor streets.*
6. *Use the corridors to enhance San Fernando's identity to visitors.* Since the corridors are the most visible places for visitors and residents, put the best of San Fernando's identity on display, in terms of its architecture, culture, and community. Make sure that entering the city is attractive and memorable.

STRATEGIES

The strategies that follow contain the specific actions intended to revitalize the San Fernando corridors. These are provided as action steps to be taken by the City. They range from the formation of districts, to land use, zoning and policy changes, to specific capital improvements and design principles for development along the corridors.

1. *Transform the corridors into a series of defined districts.* The monotony of the corridors should be separated into a series of distinct places. Each district should be identifiable as a physical *place* that is distinguished from other parts of the city by a unique orientation, a harmonious character, and a consistent aesthetic. Each district will have a mix of land uses that work together, building forms that are identifiable to that district, and an overall configuration of public spaces and facilities that support the district form. Each district will take advantage of each corridor's physical location to meet different community and regional needs. These corridor districts will be joined to San Fernando's overall city pattern and to its residential neighborhoods to create a cohesive town pattern that reflects the lifestyle of the community. The key districts to be created are:

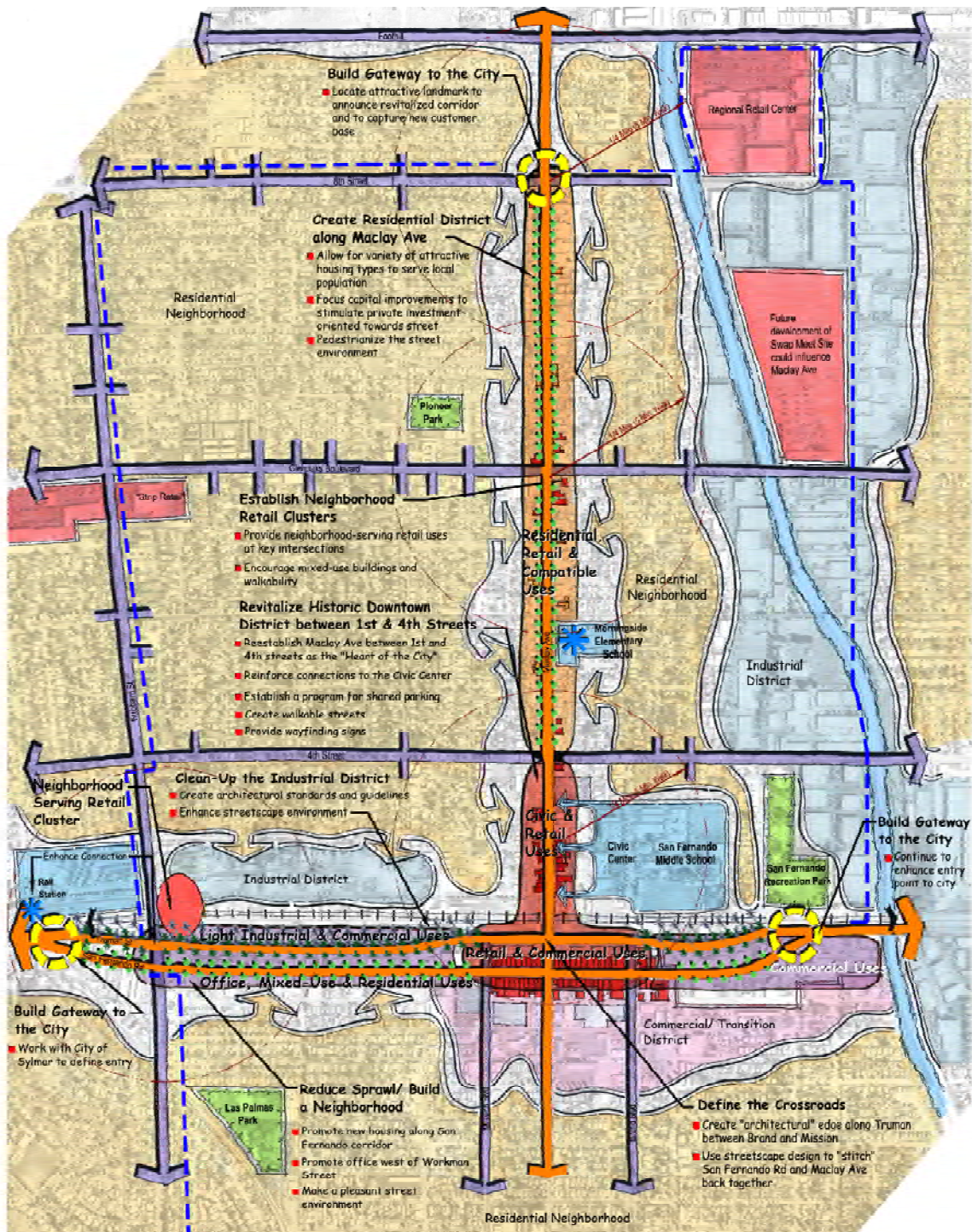
- A. *The Maclay District -The Neighborhood Spine:* The re-establishment of a neighborhood spine along Maclay Avenue can serve two purposes. First, Maclay Avenue has a substantial number of underutilized commercial parcels that have the



Walking along the corridors should be a pleasant experience.



A lively mixed-use district in Emeryville, CA



Maclay Avenue - New Housing & Retail to Infill Opportunity Sites

Truman Avenue - Commercial, Auto-Related, Distribution and Retail Services

San Fernando Road - Residential Mixed-Use district with Office Infill west of Workman Street

CITY OF SAN FERNANDO
 Maclay & San Fernando/Truman Corridors Specific Plan

Revitalization Strategy : Preferred



potential to be restructured to enable pent-up investment opportunities to expand the city's supply of housing. Second, allowing attractive residential development along the corridor will improve the visual quality of Maclay Avenue by making one of the city's greatest assets, the character of its residential neighborhoods, visible on the thoroughfare.

- B. *The Downtown - The Center of the City:* The most public areas of the city – the City Center, its Civic Center and the San Fernando Mall - have the potential to create a Downtown district that is an exciting centerpiece for San Fernando. They are located at the crossroads of Maclay Avenue and the Truman/San Fernando corridors, and together roughly form the shape of an inverted "tee" area on a map. This core area should contain only the most active types of retail, from small-scale storefronts and independent storefronts to restaurants and specialty services. While the Civic Center area is not included in the study area for this project, it is an integral part of the overall Downtown District, and future efforts to improve the Civic Center area should look to more fully integrate it with the rest of the Downtown District.

- C. *The Truman / San Fernando District – The City's Workplace:* The currently disparate commercial land uses scattered along the parallel spines of Truman Street and San Fernando Road can form a series of distinct business sub-districts. At the west end of the Truman corridor, policies for the *Support Commercial Sub-District* are intended to provide land to support the expansion of the City's industrial and large-scale commercial sectors. South of this area, new development regulations are intended to create a high-quality *Workplace/Commercial Expansion Sub-District*, to accommodate growth in the health and professional service sectors. Along San Fernando Road from Huntington Street to San Fernando Mission Boulevard, and south of the Downtown District, development standards will enable a *Mixed-Use Transition Sub-District*, where mixed-use development including residential and live-work components will provide a transition from the Mall to the Workplace Commercial area, and from the Support Commercial area to the residential areas south of the specific plan area. East of the San Fernando Mall, an *Auto Commercial Sub-District* will be designated for auto dealerships.



Small scale storefronts, restaurants, and pedestrian activity - Berkeley, CA.



Proposed Mixed-Use Prototype.



Existing Mixed-Use Development on Maclay Avenue.



A Mission Style Restaurant - Albany, CA



Outdoor Dining - Los Angeles, CA

It is important that the streets within each sub-district serve the development type intended for each sub-district. As each sub-district is intended to serve as a location for a specific set of land uses and functions, the streetscapes within each sub-district should be designed to support these uses and functions.

2. *Promote the right kind of investment in each district.*

The biggest problem the corridors (and by extension, the city as a whole) face can be summed up in a single statement: too much commercially-zoned land, and not enough land for housing. While the corridors have been zoned solely for commercial and industrial use for two generations, their development potential has never been fulfilled in that time. While there are good businesses along the corridors, many parcels are vacant, underutilized, or disinvested, dragging down the image of the corridors and the city, and continuing to impede new investment. Meanwhile, the city is nearly built out and there are few opportunities for new housing - yet second and third-generation San Fernandans want to live in the community and older residents may want to remain in the community but in a different housing type. Land use controls can be used to address this problem by allowing a balance of uses that more closely match the needs of the community. Specific land use strategies to address this issue are stated below:

A. *Prune back the amount of land zoned for retail use.*

Like many cities, San Fernando has designated its primary corridors for commercial use. This has led to an over-zoning of land for retail, a problem common to many cities and identified in publications by respected urban design organizations such as the Congress for the New Urbanism, in "Civilizing Downtown Highways", and the Urban Land Institute, in "Ten Principles for Reinventing America's Suburban Strips". Because its potential retail destinations are scattered across all three corridors, it is difficult for the City to capture the maximum value from each establishment.

- Cluster retail uses in the Downtown District. Limit ground-floor uses in the City Center and the San Fernando Mall Sub-Districts to retail and other activity-generating uses including restaurant, lodging, and entertainment. Keep a tight rein on retail in areas outside of the Downtown, especially along Maclay Avenue.

- Designate areas flanking the ends of the Truman / San Fernando corridors for specific, rather than general, commercial land uses. Use the locational assets of these areas to attract large-scale commercial and support services, and workplace and professional uses. Build on the city's successful auto-sales area to bring additional auto dealerships to this district's eastern end.
- Limit retail along Maclay Avenue to defined "Neighborhood Overlay Areas" – such as at its intersections with Eighth Street and Glenoaks Boulevard. These clusters should be designed as small, convenient, walkable centers for their immediate neighborhood, and retail uses in these areas will be limited to those that provide convenience goods.

B. *Increase residential opportunities throughout the specific plan area.* Throughout the community workshops, citizens expressed a need for more housing in the community. Many young adults who grew up in the area are choosing to return, hoping to settle in the area where they were raised, but there is little housing stock available for them to move into. The housing market analysis performed for this specific plan identifies a strong housing market for both for-sale and rental housing, and this is supported by the very low vacancy rates and consistent rent growth throughout San Fernando's residential areas.

- Change the focus of Maclay Avenue between Fourth and Eighth Streets, from service and auto-oriented commercial uses to predominantly (but not exclusively) residential ones. Allow housing at densities high enough to 1) provide affordable units that can serve the local population, 2) to generate developments that are well-matched to the corridor environment, and 3) to buffer and stabilize the value of existing neighborhoods behind corridor-fronting properties. Spur developer interest in sites along the corridor by identifying opportunity sites along Maclay Avenue, promoting public/private partnerships in projects, and streamlining the overall investment process.



Mid-Density Multi-Family Residential - San Diego, CA



Multi-Family Residential in a corridor environment - San Diego, CA



A retail and civic district - Celebration, FL



Retail storefronts along Maclay Avenue in the City Center Sub-District



An active retail street - Berkeley, CA

- Provide opportunities for higher density residential development in conjunction with compatible retail and office uses in the Mixed-Use Transition Sub-District along San Fernando Road. Develop incentives to encourage residential development in this area, such as allowing an increase in height if residential units are provided as part of a mixed-use building.
 - Establish the Downtown District as a desirable place to live for residents seeking an active, vibrant “round-the clock” living environment. Permit additional uses on upper stories, such as office and residences, to ensure a lively population throughout the day. Promote mixed-use development (i.e. residential units in cooperation with retail) throughout the Downtown by allowing additional Floor Area Ratio (FAR) in return for the provision of housing.
- C. *Develop strategies to attract and support businesses in the downtown.* Overall, policies for the downtown will work to create a vibrant pedestrian scaled district that is everybody’s destination for the vital storefront retail, restaurants and services it provides, as well as for the unique San Fernando character it embodies. Improvements for the area along Maclay Avenue between First Street and San Fernando Road face a daunting task, which is to overcome the physical “gap” created by the train tracks and the major arterial intersection of Truman and Maclay. It is important that this gap is healed not only for physical reasons like pedestrian connectivity, but for social ones as well. The Downtown should be a unified center for all of the residents of the city, and not divided into separate economic or social enclaves between the City Center and the San Fernando Mall.
- Encourage new retail along Maclay Avenue between First Street and San Fernando Road. Require new developments to create continuous street activity along Maclay and support an active link between City Center and the San Fernando Mall Sub-Districts. Initiate the transformation of parking lot sites into activity-creating uses along Maclay Avenue between the railroad and First Street and on the south side of Truman Street to aid in establishing this link.

- With the redevelopment of these parking lots, ensure the replacement of spaces to support the continued success of business tenants. Consider additional strategies for accommodating parking as the Downtown intensifies, such as a shared parking program, and possible parking structures to support future demand.
- Promote the city's proven and expanding market for higher-end goods and services to encourage new establishments within the City Center that appeal to "new generation" residents. Meanwhile, continue to support the ongoing success and high occupancy of the San Fernando Mall.
- Enhance parking areas to make them safer places. Where possible, construct mid-block "paseos" to connect parking to the retail activities throughout the Downtown, and improve lighting and signage to make a more comfortable experience for the customer.
- Proactively recruit the kinds of businesses that will contribute the most to the community and to the Downtown District. Use inducements such as low-interest loans and grants to entice new establishments to locate within the Downtown.
- Investigate business relocation options to bring valuable community retailers into the Downtown (particularly types of businesses that are seen as "missing" from the current mix of businesses), and to assist existing community business that are not compatible with the vision for Downtown in finding alternative sites within San Fernando. Consider allocating an annual budget for this purpose.
- Work with the Northeast San Fernando Valley Chamber of Commerce to encourage "after 5:00" business hours throughout the Downtown. Promote "special event" evenings, in cooperation with civic events or entertainment, to initiate later operating hours on certain nights.



Strategies should support the ongoing success of merchants in the San Fernando Mall.



Paseo linking Main Street to parking lots- Livermore, CA



Downtown signage should be attractive and well integrated into facade design, as specified by the design guidelines.



The streetscape of Maclay Avenue should support residential development with landscaping that “buffers” homes from traffic.

- Within the Downtown District, consider the implementation of a signage improvement program. Provide a small-scale but high-visibility “kick-start” by awarding grants to qualified businesses for signage improvement, in keeping with the high quality signage demanded by the design guidelines.
- Consider appointment of a part- or full-time Downtown coordinator to oversee and encourage future investment in the Downtown.

3. Employ capital improvements to “set the stage” for new investment. The public spaces of each district - most notably streets and plazas - should be a clear indication of kind of place the City hopes to create. For example, where residential land use is prominent, the street should support this use, with plenty of shade trees to buffer homes from the street while new residential development should establish green frontages where appropriate. The pedestrian environment should also be buffered from automobile traffic to ensure that residents feel comfortable walking along the corridor. Where corridor retail uses are developed, streets should maintain a welcoming and public character. They should be designed to attract pedestrians, with sidewalks large enough to feel like public spaces and places to stroll and to sit. They should be designed to facilitate automobile traffic as well, allowing visibility to stores and providing convenient access to parking. Specifically, the following improvements should be acted upon:

- A. Redesign the corridors to support the envisioned development pattern of their districts.** Streetscape design for each corridor should be specific to the uses and character of each district, as follows:
- The Maclay District (Maclay Avenue between Fourth and Eighth): North of Fourth Street, the environment of Maclay Avenue should complement the residential development of the new neighborhood spine. Large deciduous trees should buffer the sidewalk and homes from traffic and parking lanes while providing an abundance of shade. Street lighting should be provided by pedestrian-scale (13’ or less) decorative fixtures to emphasize the residential neighborhood scale and character (as opposed to engineering-styled “cobra-head” lights). Consistent landscaped setbacks should be required of new residential development. All of these improve-

ments should work together to emulate the qualities and character of the residential neighborhoods located to either side of the corridor, and provide desirable “boulevard addresses” for new investment.

- The Downtown District: New streetscape design will be fundamental to the revitalization of Downtown. At the City Center Sub-District, the redesign of Maclay Avenue between First and Fourth Streets should prioritize the pedestrian, slowing traffic to create a “heart of the city” streetscape. Large open-habit trees should shade the sidewalk while providing visibility to retail establishments. Streetlights and furniture should transform the sidewalk area to a human-scaled public space, while new benches provide opportunities for seating. Angled-parking along one side of Maclay should support a unique shopping area, and provide convenience parking for local shops and services. As a part of Downtown improvements, connections between Downtown and the Civic Center to its east should be fostered. Improved pedestrian links should be established along First and Second Streets to encourage interaction between these two vital parts of the city. Wayfinding signage should mark the route to the Civic Center, and enrich the pedestrian routes along First and Second Streets.

Also within the City Center Sub-District, the streetscape of Truman Street between Mission and Brand Boulevards should celebrate this linchpin intersection to create a kind of “front door” to the San Fernando Mall. Along the south side of Truman Street in the Downtown District, streetscape improvements should ensure that pedestrians feel comfortable and safe as they walk along its downtown-scaled development.

- The Mixed Use Transition Sub-District (San Fernando Road between Huntington Street and San Fernando Mission Boulevard): In this sub-district, streetscape design should enable the creation of an area where residential, live-work, office and convenience retail services are equally supported. The revitalized street environment should include large shade trees punctuated by palm trees and unique streetlights to help distinguish this sector of the corridor. Angled parking spaces along



Large open-habit street trees should provide visibility to retail establishments.



A downtown street with street trees in the parking zone in Lodi, CA.



A rendering of the proposed streetscape for the San Fernando Road Mixed Use Sub-District.



The proposed gateway feature at the city's western border along San Fernando Road.



Architectural landmark features to define the Downtown District.

both sides of San Fernando Road will further extend the pedestrian-friendly street character of the Mall, serving to calm traffic movement while providing additional parking for local businesses and services.

- The Workplace Commercial and the Auto Commercial Sub-Districts (Truman Street in its entirety): Truman Street contains the city's light-industrial, warehouse and general commercial uses, while also serving as one of the city's most frequently traveled east-west roadways. Thus, capital improvements must support the role that the street plays by introducing a grand boulevard design while maintaining the street's ability to function as a primary corridor for local and regional traffic demands. At the corridor's eastern and western gateways, large vertical landscape elements such as palm trees should differentiate this district from the adjacent Los Angeles districts. Along its length, large deciduous shade trees should line the sidewalks, and new lights and street furniture should create a pleasant pedestrian realm, especially at public transportation stops. Crossing distances should be decreased where possible, especially along Truman between San Fernando Mission Boulevard and Brand Boulevard, and across its intersection with Maclay Avenue. Curbside parking should be maintained where possible.

B. Define the entrance to the city along the corridors, with gateway features at city boundaries. The community pride felt by the citizens of San Fernando should be physically expressed at its gateways, to distinguish the city from its surrounding areas.

- At the city's northern entrance along Maclay Avenue, combine prominent building architecture, gateway monuments and landscape architecture to introduce the neighborhood qualities of the residential corridor.
- At the city's western border along San Fernando Road at Hubbard Street, define the City's entrance with architectural "landmarks" that give a visual cue to San Fernando's vivid identity and history, and the promise of a vibrant downtown at the center of the city.



Columbia Cascade
Timberform Classics
Craftsmen
2663-6 & 2660-6



Columbia Cascade
Timberform Classics
Trash Receptacle
2667-AT



Urban Accessories
Chinook tree grate
5' square with hole for
uplight at corner



Tolar Highlands Ranch
Bus Shelter



Cycloops 2170 or similar
Bicycle Rack



Holophane "Prague
Series" Streetlight
(simulation)



Holophane "Prague Series"
Streetlight- color: black



CITY OF SAN FERNANDO
Meadley & San Fernando/Truman Corridors Specific Plan

Street Furniture - "family of objects"





Downtown architecture - Washington D.C.



Architectural details from historic Mission San Fernando Rey.

- At the city's eastern border along San Fernando Road at Fox Street, build upon the existing monument gateway via implementation of new signage that announces the approaching Downtown District, noting the City Center at Maclay and the San Fernando Mall along San Fernando Road.
- C. *Utilize street and public space design to create a unified downtown, as follows:*
- Use architectural landmark features to define the Downtown District. Landmark features throughout downtown such as corner towers, two-or-more story buildings, and storefronts built up to the sidewalk edge can help to mark and define the district of the downtown. Design elements may include opportunities for public art as well as enhanced street lighting.
 - Maximize connections (visual and circulatory) between the City Center and the Civic Center that lies to its east. Take opportunities to create view corridors and pedestrian passages to the Civic Center from Maclay Avenue. Consider future capital improvements along First and Second Streets to carry the fabric of downtown to Macniel Street.
 - Implement a signage and way-finding program to help commuters, visitors, and residents navigate the corridors in a legible way, marking destinations and interest points.
4. ***Ensure high-quality development and design.*** Development along the San Fernando corridors is on display, visible to both residents and visitors who travel along the roadways. The City should ensure that new development represents the strength and quality of the community. To this end, the following actions should be taken:
- A. Require developments that respect and enhance the corridors - their primary address - with facades that enliven the street wall and main entrances that front the street. Regulate minimum heights, setbacks and other unifying factors to ensure that development lives up to its role along the corridor. (The *specific plan design guidelines* for each district will give further specificity as to the character of district development.)

- B. Direct new buildings to adhere to the spirit of the *specific plan design guidelines*, and to be compatible with the scale and character of its district. For example, in the sub-districts of the downtown - the City Center and the San Fernando Mall - new buildings should be designed with features of the “core” architecture - narrow facades, active frontages and intricate detailing. Along the neighborhood spine of the Maclay District, buildings should contribute to a feeling of “neighborhood”, architecturally subdivided and composed at a human scale with variation in massing and height. At the commercial sub-districts along Truman Street and San Fernando Road, buildings should create a strong commercial street edge. (Refer to the *specific plan design guidelines* for specific directions for buildings in each district.)
- C. Recommend an architectural and landscape “design language” that reflects and relates to the architectural history of the city. Rather than imposing only one historic style, encourage a variety of styles, in keeping with the diverse and eclectic character of the city; there may be individual locations where greater coherence should be maintained. In the Downtown District, new buildings should respond to its history and fine-grained form. Near the San Fernando Mall, structures should build upon the Spanish influences that dominate this unique area. In other areas, the eclectic architectural personality of the city should be recognized, giving a wide-range of influence that includes historic and contemporary styles. All styles should emphasize craft, neighborhood scale, and quality of construction.



Architectural details from historic Mission San Fernando Rey.

CHAPTER FOUR:
LAND USE
FRAMEWORK AND
URBAN DESIGN
PRINCIPLES





Opportunity sites for future development along the corridors.

This chapter contains the regulatory portion of the Specific Plan, providing guidance for all new investment along the Maclay, Truman and San Fernando corridors falling within the Specific Plan Area. It contains an overview of the districts upon which the policies of the specific plan are based. Following the overview is a breakdown of the district-based development standards and design guidelines. These provide the framework for new investment, ensuring that the specific plan goals are implemented. Proposals for new construction are required to adhere to the development standards and design guidelines for their respective city district and any sub-districts within which they may fall.

Following the overview of the development standards and design guidelines, a section entitled “The City District” describes the principles and value of cohesive city districts and the fundamental role they will play in revitalizing the San Fernando Corridors.

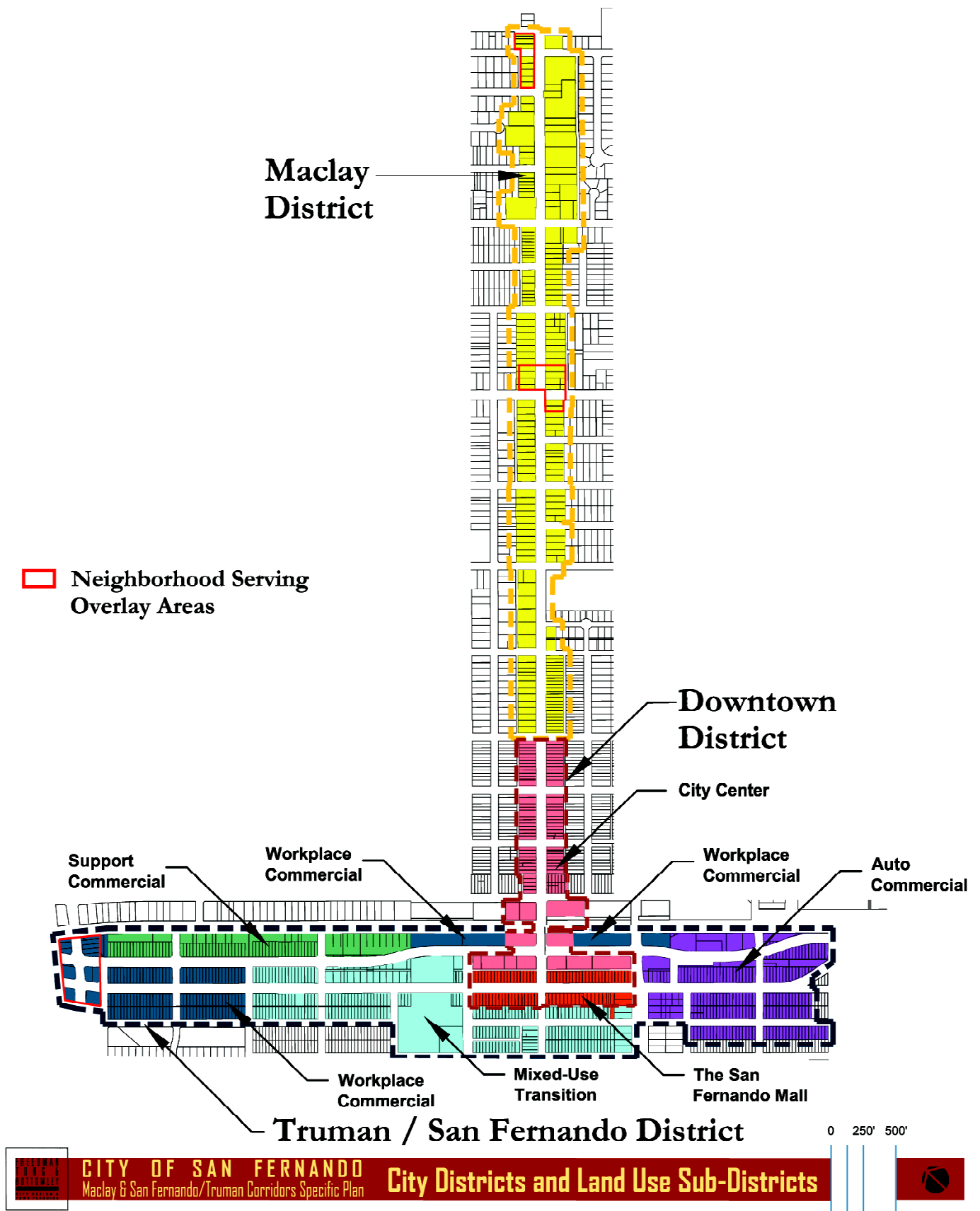
THE PURPOSE OF THE PLAN

The overall goal of the *San Fernando Corridors Specific Plan* is to breathe new life into the corridors that play such a strong role in the community’s daily life. The plan is set up to do so by shaping new investment in combination with site improvements, redesigned streets and new public spaces. The following land-use and design policies organize the land within the specific plan area into a series of districts around which the regulatory framework of the plan is based. These *districts* provide land use policies (typical of common zoning policy) and also form the basis for the development standards and design guidelines that will guide the look and feel of future development within the specific plan area.

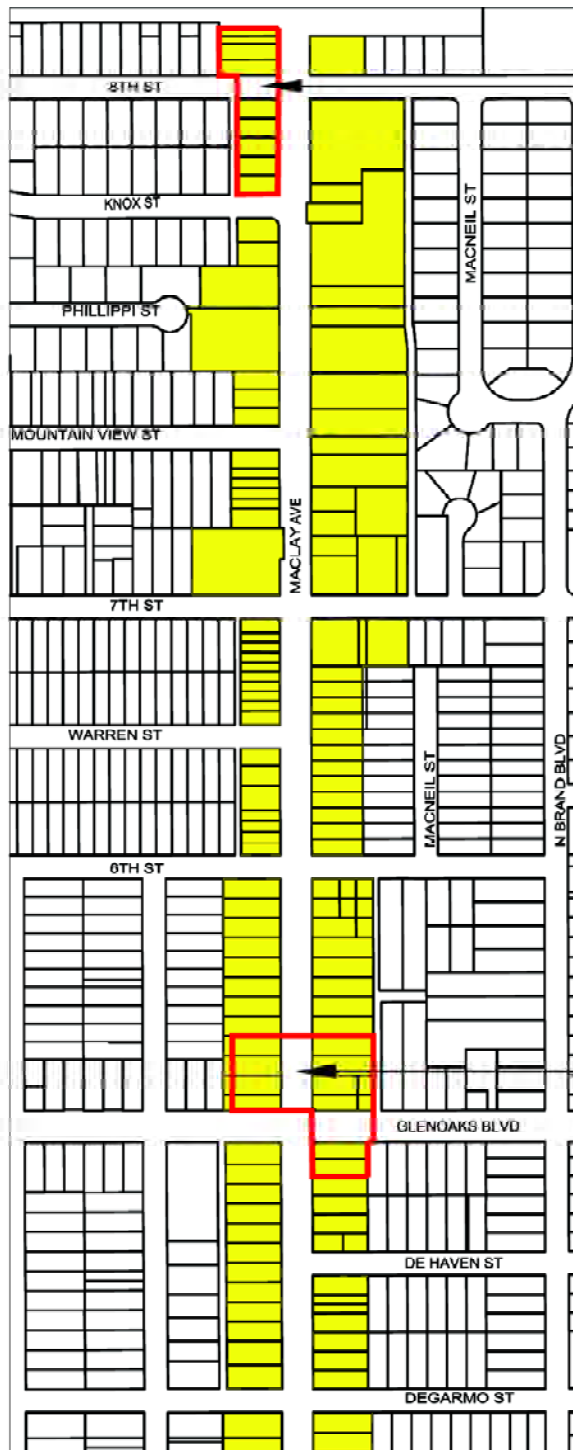
District Formation:

The land use policies contained in this chapter are organized by *city district*, to insure that the development, activities and visual character of each district work together to create a cohesive identity. These districts are further divided into land use sub-districts, to ensure that future land uses are supportive of one another and compatible with adjacent areas. To enable the restructuring of the San Fernando corridors into viable, valuable city districts, the following city districts and land use sub-districts are established (see city districts and sub-districts illustration on pages 53-59).

The Maclay District: The Maclay District extends



The Maclay District



Neighborhood Service
Overlay Area

Neighborhood Service
Overlay Area

0 400' 800'

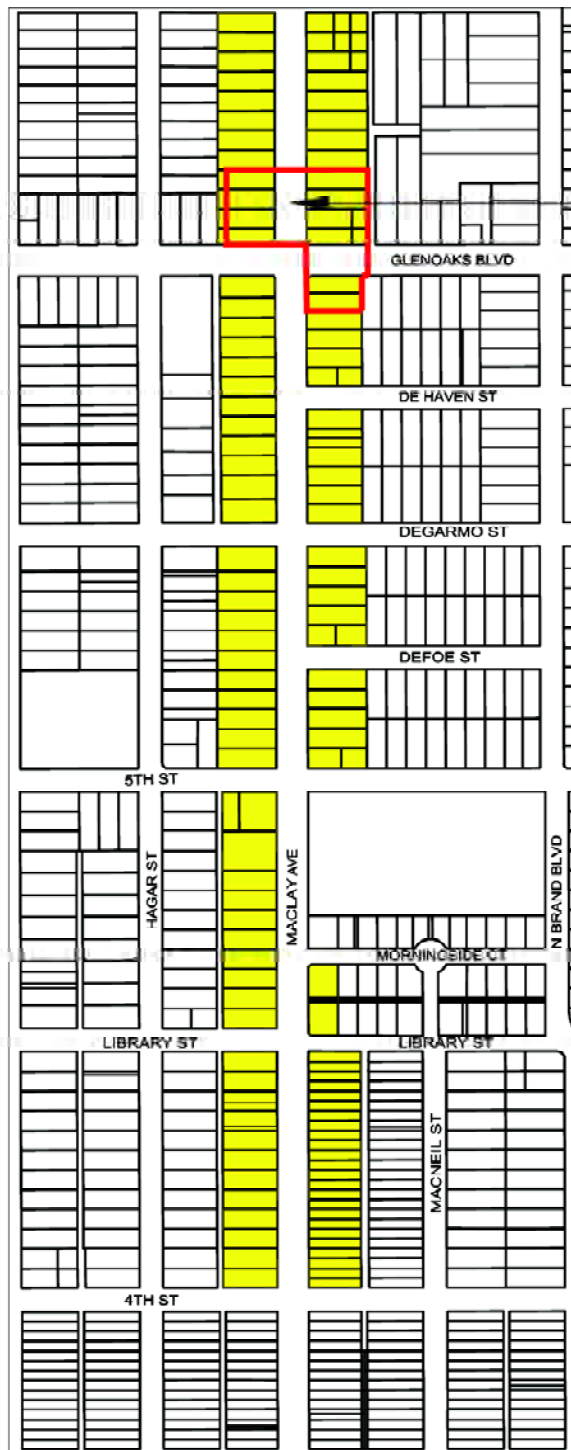


CITY OF SAN FERNANDO
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Maclay District



The Maclay District



Neighborhood Service
Overlay Area



CITY OF SAN FERNANDO
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Maclay District

0 400' 800'



The City Center



The San Fernando Mall



0 250' 500'

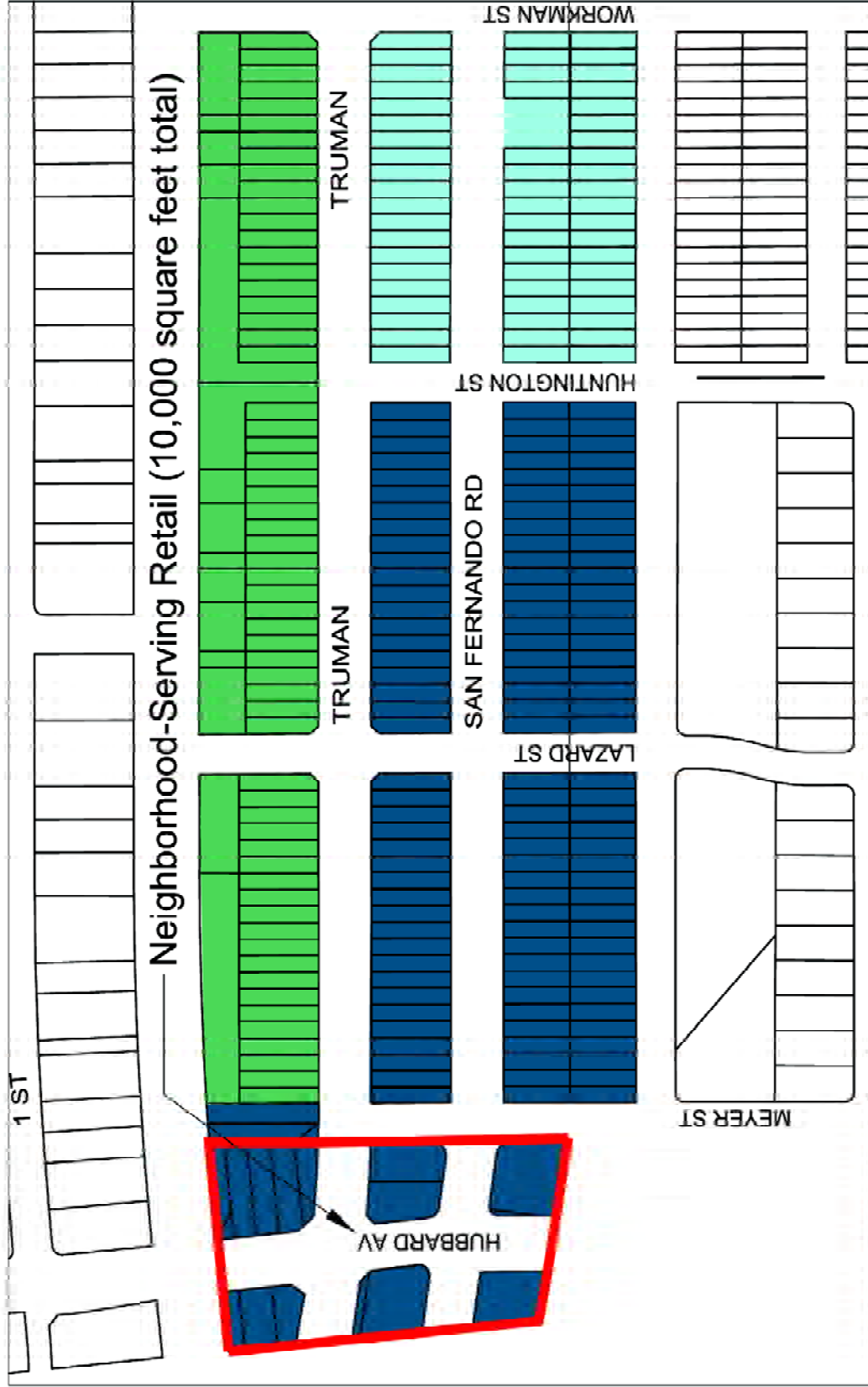


CITY OF SAN FERNANDO
MacLay & San Fernando/Truman Corridors Specific Plan

Downtown Core District and Sub-Districts



Workplace Commercial Sub-District  Support Commercial Sub-District  Mixed-Use Transition Sub-District 



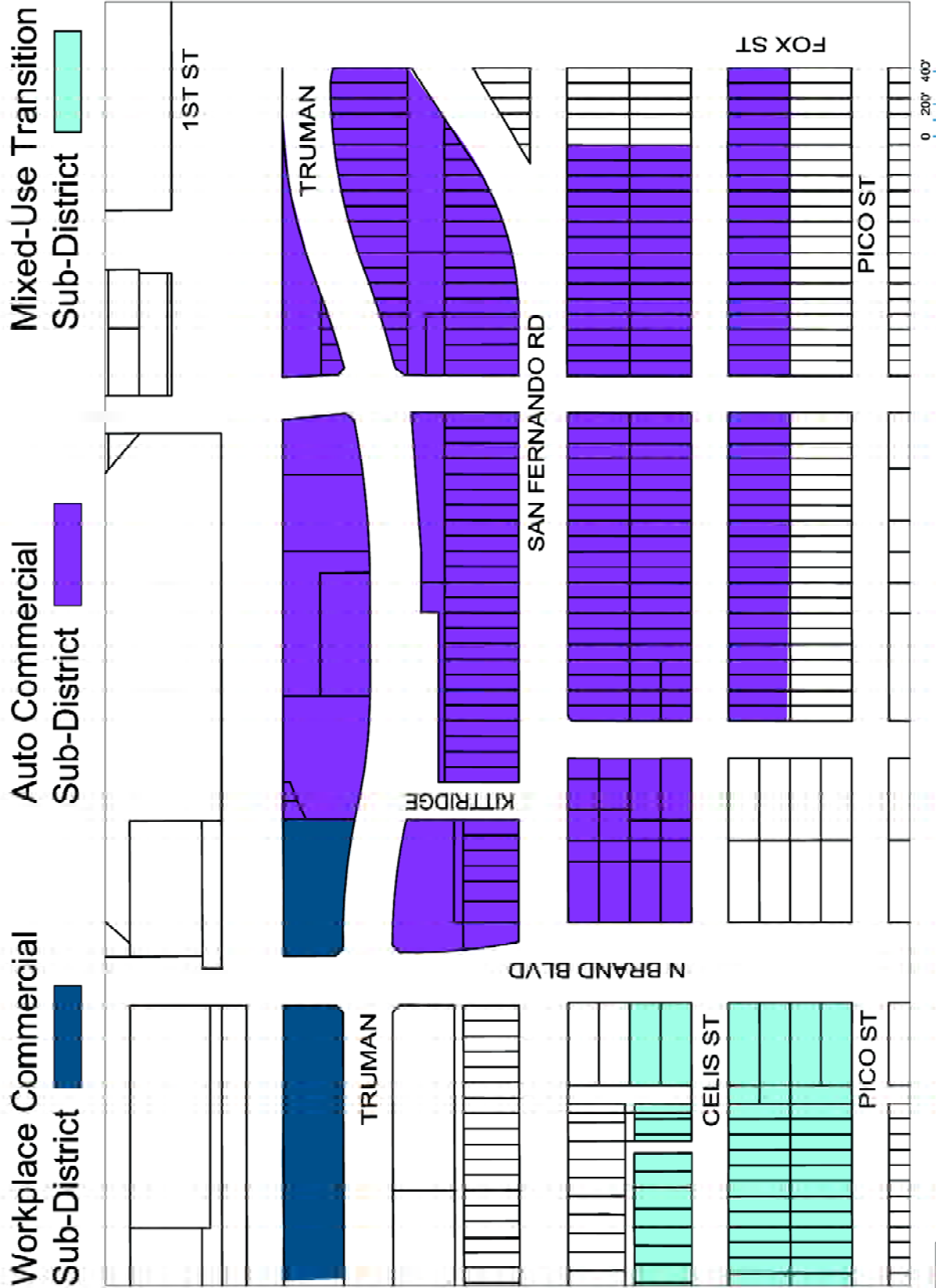
0 200' 400'

CITY OF SAN FERNANDO Truman / San Fernando District and Sub-Districts
Map of San Fernando District and Sub-Districts

Workplace Commercial Sub-District Support Commercial Sub-District Mixed-Use Transition Sub-District



0 200' 400'





Maclay Avenue in the Maclay District.



Storefronts in Downtown.



The City's entry in the Truman/San Fernando District.

from the city's northern boundary near the intersection of Maclay Avenue and Eighth Street to the northern edge of the Downtown District, at the intersection of Maclay Avenue and Fourth Street. All properties having frontage along Maclay Avenue within these boundaries are considered part of this district. Two "Neighborhood Serving Overlay Areas", intended to provide retail and everyday services to nearby residents, are located at the intersection of Eighth Street and Glenoaks Boulevard respectively.

The Downtown District: The Downtown District is located at the geographical and social center of the City. It is comprised of two land use sub-districts: the City Center Sub-District and the San Fernando Mall Sub-District. Together these two sub-districts combine to form an "inverted-tee" forming the heart of the city – the Downtown District. These areas are defined as follows:

1. **City Center Sub-District** - The City Center Sub-District's northern boundary is located at the intersection of Maclay Avenue and Fourth Street and extends south along Maclay Avenue to Truman Street, including the corner parcels located at the intersection of Maclay Avenue and Truman Street, as well as those properties on the southern side of Truman Street between San Fernando Mission Boulevard and South Brand Boulevard.
2. **San Fernando Mall Sub-District** - The San Fernando Mall Sub-District is inclusive of all properties having frontage along San Fernando Road between San Fernando Mission Boulevard and South Brand Boulevard.

The Truman / San Fernando District: The Truman / San Fernando District stretches between the city's eastern and western borders and is bisected by the Downtown District. It is bounded to the north by the railroad tracks above Truman Street. To the south the boundary of the district follows Celis Street to Kalisher Street, then heads south to Pico Street and east to Chatsworth Drive, and then moves north again to follow the midblock line between Celis Street and Pico Street. Within this general area, the Truman / San Fernando District is comprised of four independent land use sub-districts. They are as follows:

1. **Support Commercial Sub-District** - The Support Commercial Sub-District contains properties located between Truman Street and the railroad tracks.
2. **Workplace Commercial Sub-District** - The Workplace Commercial Sub-District encompasses parcels from the City's western border along San Fernando Road to Huntington Street. It is bounded by Truman Street

to the North and Celis Street to the South. Along Hubbard Road, a “Neighborhood Service Overlay Area” encompasses the westernmost edge of this sub-district. Two other non-contiguous Workplace Commercial areas also flank the City Center Sub-District along the north side of Truman Street.

3. **Mixed Use Transition Sub-District** - The Mixed Use Transition Sub-District includes properties along San Fernando Road from Huntington Street to San Fernando Mission Boulevard, and along Celis Street and the north side of Pico Street from San Fernando Mission Boulevard to South Brand Boulevard.
4. **Auto Commercial Sub-District** - The Auto Commercial Sub-District encompasses properties at the eastern end of the Specific Plan Area, including those parcels located between South Brand Boulevard and Fox Street.

Putting the Land Use Policies to Work:

Like all existing city neighborhoods that communities intend to revitalize, the specific plan area contains a number of individual parcels under separate ownership or leasehold that make implementing a master plan more difficult than if it were under a single ownership. The majority of the specific plan area will therefore be developed incrementally over time in the form of separate development projects. Development standards and design guidelines are provided to coordinate parcel-by-parcel development with clear land use and urban design principles. They are designed to coordinate the various private construction projects into a more valuable whole, and to promote efficient land use.

Development Standards address those aspects of development that are essential to achieve the goals of the Specific Plan. They define the “what” and “where” related to new development and significant redevelopment. They contain the specifications for site development and building design, such as permitted land uses, building height, and setbacks. Standards must be adhered to and typically employ the words “shall” or “must”. The *Development Standards* are organized by district, and further categorized by sub-district, in order to create readable districts, with integrated land uses and coordinated design along the corridors.

Design Guidelines provide guidance for the building of district character. They address and make recommendations regarding aspects of aesthetics, which form the starting point for the re-integration of local and place-specific values into the built environment. These guidelines serve as criteria by which new projects will be re-



Mission style support commercial uses in Whittier, CA.



Auto sales uses in the Truman/San Fernando District.



A building prototype that illustrates Design Guidelines for new development.



Design Guidelines for signage require attractive signage, like this sign here, that strengthens a district's character.

viewed; however, variations from the guidelines may be permitted if it can be demonstrated that they will substantially aid in the forging of district identity. The *Design Guidelines* are therefore organized by city district, in order to encourage qualities and characteristics unique to each district. This document includes design guidelines for buildings in each of the city districts, as well as *Design Guidelines for Signs, and Site Improvements, Furnishings, Parking Structures, Landscape and Lighting*, which apply to all city districts.

Any actions proposing physical changes to existing structures or land, and/or construction of new buildings, and establishment of new uses will be subject to the *Development Standards* and *Design Guidelines* that follow. The policies contained in this Specific Plan may be used as follows:

1. Begin by locating the property in question on the *City Districts and Sub-Districts* map located on pages 53-59. Note which district, and sub-district (where applicable), the property falls within, and then turn to the chapter for that district.
2. For regulations governing any development on the parcel, follow the policies contained in the *Development Standards* for that district.
3. In order to ensure that the property or building on the parcel meets the standard of design quality desired by the City, review the recommendations contained in the *Design Guidelines* for the district.

THE CITY DISTRICT

A *city district* is an identifiable area of a city that contains closely integrated land uses and design character. City districts may be comprised of a mix of land uses, a variety of building types and open spaces, and populated by a diversity of peoples, yet they share a common and interrelated set of patterns and characteristics that distinguish them from surrounding areas. These work together to reinforce the community's ability to identify a district as a specific, identifiable place in the city's fabric.

District formation can often be the result of many influences, including physical, social, and temporal conditions. Physical conditions can help to form the structure of a city district, as in areas of settlement that were developed in relation to significant landforms such as ocean fronts, prospects, and river valleys. Social conditions can also influence the creation of a city district. Areas often develop along historical settlement patterns that are based on socio-economic elements, such as a significant center of trade as in a seaport or rail depot. A district can also be created around a significant social milestone, such as the found-

ing of the Missions in many California cities, or be strengthened by an event that brings a community together.

The condition of time can also assist in district formation, as can be evidenced in areas that developed all at once as a result of municipal planning efforts, thereby developing a single cohesive character instead of growing and changing over time. Examples of these districts include “urban renewal” areas within existing cities that were wholly redeveloped in association with post-World War II redevelopment policies, or new towns and subdivisions that were created all at once on “greenfield” sites. These underlying common elements, ranging from a place’s physical pattern, to its social history, to its era of development, can give a unified meaning to a specific area. They serve to tie various components of the district – its buildings, spaces, residents and users – together to create a shared identity that is both recognizable and memorable.

The Value of a City District

Identifying and shaping city districts is valuable for a variety of reasons. First and foremost, the establishment of a common character and a set of compatible land uses can stabilize and even increase land values. Having agreed-on rules for character that guides development and design reduces the level of risk to prospective investors where similar establishments and complimentary land uses are proven occupants of the area.

Secondly, a city district reinforces a place’s character. People grow to identify the community with memorable places. Each district is distinguished from other districts, with clear boundaries that let you know when you are inside and outside. One’s experience in the district forges an understandable sense of place, providing a framework upon which an individual can orient themselves in terms of local and regional context. The city district provides clear evidence of this context to its users through several cues. It can express its purpose through the forms and functions of the buildings, spaces, and to a certain degree, the behavior of its occupants. Common degrees of aesthetics, scale, and intensity can give an indication to the district’s purpose. The dimensions and orientation of its built forms and spaces can give expression to its identity. Perceptual qualities of sight and sound – how lively a district feels, the hours it is used, and even the colors that permeate it – can further define one’s understanding of a district. As a memorable and distinctive point of reference, a city district’s identity is shared among individual members of a community, and reinforces their sense of belonging.



A downtown district - Santa Barbara, CA



A residential district - Mountain View, CA



A historic district- Vancouver, Canada.



A riverfront district- San Antonio, TX

The Districts of the San Fernando Corridors

As described in Chapter 1: Orientation, the Maclay, Truman and San Fernando corridors presently do not belong to any noticeably identifiable city district. While each corridor plays a role in the physical pattern of the city and contains nodes that are unique centers of commerce and community gathering, they appear as places of unfocused commercial land. Development along the corridors bears little allegiance to historical or local character, and has few ties to the social and economic patterns of the city. The goal of the policies that follow is to define the corridors as components of identifiable city districts, so as to encourage the type of investment and experience supportive of community identity within the City of San Fernando.

The policies for each city district are made up of controls on a set of uses, scale and intensity, as described in the *Development Standards*; and recommendations for a complementary range of aesthetics, as described in the *Design Guidelines*. While each district will be made up of a variety of land uses and building types, the policies will ensure that they have in common a particular set of qualities and attributes that unify them as a distinct piece of city fabric.

Examples of development scenarios that show how these policies could manifest along the corridors are depicted in the “Opportunity Site” illustrations that follow on page 66 and 67. These illustrations demonstrate an example of envisioned change over time, according to their district character, at selected opportunity sites along Maclay Avenue within the Maclay District, and along San Fernando Road within the Mixed-Use Transition Sub-District.

The Maclay District:

The Maclay District will be a neighborhood spine for the community. It is a residentially-focused corridor that can provide new housing while serving to build on the existing neighborhoods of San Fernando. Examples of permitted uses within the Maclay District include residential and compatible uses such as health and exercise clubs, medical and dental offices, and public buildings such as schools, public halls, and public health facilities. At the intersections of Maclay Avenue with Glenoaks Boulevard and with Eighth Street, Neighborhood-Serving Overlay Areas will encourage the development of locally-serving convenience uses clustered within walkable distance of many of the city’s residents. Within the Neighborhood-Serving Overlay Areas, small stores and services such as grocery stores, pharmacies, video rental and laundromats are permitted.

The Downtown District:

The Downtown District is intended as a focal point of activity for the community of San Fernando. It will concentrate the city's retail and civic activity into one walkable district. The uses that can support the Downtown District and generate the most pedestrian activity include retail shops, restaurants, entertainment venues, galleries, personal and business services. Complementary nearby uses such as the Civic Center will be supported by these new uses, creating a symbiotic relationship between the shopping and the civic areas of the city.

The Truman / San Fernando District:

The Truman / San Fernando District will be the city's workplace district. This area already includes some of the city's major workplaces, hosting many light industrial uses and commercial and professional services. It is well positioned as a place for expansion of the city's burgeoning health and professional services, because of its highly visible and easily accessible location. Its successful grouping of automobile sales can be expanded upon to draw similar businesses to its adjacent areas. In order to build on the existing patterns of development within this district while simultaneously creating definable use sectors for similar types of development, the Truman / San Fernando District is further broken down into four land use sub-districts.

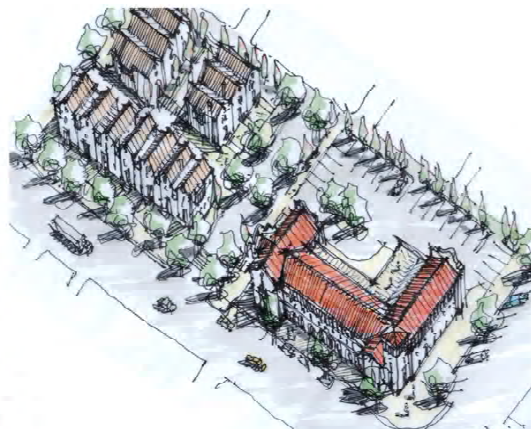


Opportunity Site Concept 1: Mixed use and Residential development at the intersection of Maclay Avenue and Glenoaks

Single-Family Townhouses establish
neighborhood presence along Maclay Avenue

Automobile 'paseo' serves to transition
between residential and mixed-use
development

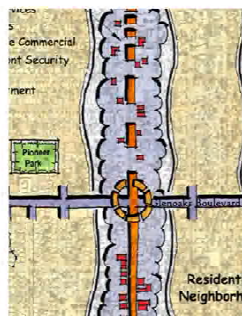
Neighborhood-serving mixed-use
development located at the intersection of
Maclay Avenue and Glenoaks Boulevard



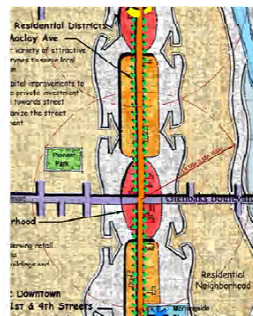
Sketch (not to scale)



Existing
Development



Patterns of
Development &
Change



Revitalization
Strategy "A"



Opportunities
for Change



CITY OF SAN FERNANDO
Maclay & San Fernando/Truman Corridors Specific Plan

Opportunity Site - Maclay at Glenoaks



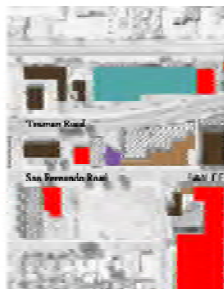


Opportunity Site
Concept 2:
Mixed use and
Residential
development along
San Fernando Road
between Workman
and Kalisher

Retail uses along San Fernando Road
creates walkable neighborhood
district

Courtyard housing establishes neighborhood
presence in new mixed-use district

Single-Family Townhouses establish Celis
as residential street



Existing
Development



Patterns of
Development &
Change



Revitalization
Strategy "A"



Opportunities
for Change

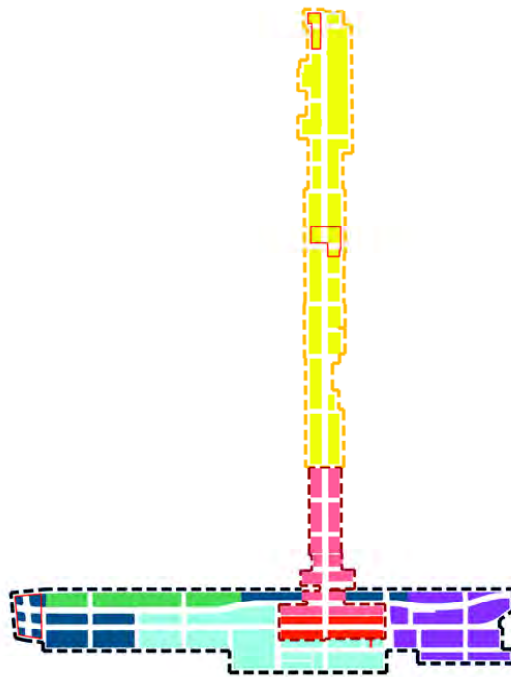


CITY OF SAN FERNANDO
MacLay & San Fernando/Trueman Corridors Specific Plan

Opportunity Site 2- San Fernando Road



CHAPTER FIVE: LAND USE POLICIES FOR THE DISTRICTS



The Downtown District - The City Center and The San Fernando Mall Sub-Districts Development Standards

1. PURPOSE

The Downtown District is established for the purpose of creating a lively “center of the city” where the community of San Fernando comes together. Downtown will provide a central shopping and entertainment district for the city, and will include retail shops and services, restaurants, civic and community meeting places and entertainment venues. Offices, studios, schools and residential dwellings are also permitted on the upper floors of multistory buildings in the district.

The Downtown District is located at the crossroads of the Maclay, Truman and San Fernando corridors. It is composed of two sub-districts: the historic *City Center* neighborhood and the shopping district at the *San Fernando Mall*. New buildings and public spaces should be located in this district to bring the City Center and the San Fernando Mall together as two related halves of a cohesive downtown. Buildings will be required to be located directly at the back of sidewalk with an active storefront expression, to create activity and interest along the streetfront. Buildings that do not contribute to such activity, such as freestanding stores, automobile-oriented uses and drive-up service windows, are not permitted.

Implied as a part of these standards is the district's necessary connection to the city's civic center, which lies adjacent and east of the City Center. While the civic center is not included as a part of this specific plan, the civic center should be considered a part of the Downtown District, and future planning efforts should work towards improvements that add to the area's identity as part of the district.

Most standards cover all development throughout the Downtown District. However, in some instances where special standards are necessary to maintain or create a particular character for a certain area, standards may vary by sub-district. These variations are marked by an asterisk (*).

2. PERMITTED USES*

2.1 Permitted Ground Floor Uses for the City Center Sub-District.

A. Retail sales and services.

1. Retail stores, including the following and other similar activities that are located in premises with a storefront-type facade and that typically generate a significant amount of foot traffic: antique shops, clothing stores, electronic equipment stores, florist shops, gift shops, grocery and drug stores, hardware stores, jewelry stores, music stores, pet supply stores, photographic equipment and supply stores, shoe stores, specialty foods, and sporting goods stores. This category excludes all drive-through or drive-up facilities, all automobile-related sales and services, and all service commercial uses, such as electrical supply, plumbing, heating, and/or air conditioning equipment and supply, film laboratories, furniture and appliances, plumbing shops, repair shops, equipment sales and rentals.
2. Business and personal service shops, including the following and other similar services that are located in premises with a storefront-type facade and that typically generate a significant amount of foot traffic: barber & beauty shops, banks and financial institutions, dry cleaning; nail salons, interior decorating studios, photocopy shops, shoe repair, and video rental & sales. This category excludes social services, i.e. uses of an educational, religious, cultural, or public service nature such as educational facilities, churches, and public and non-profit organizations.

B. Restaurants and other eating establishments located in premises with storefront-type facades including coffee shops/bakeries, sandwich shops, delicatessens, ice cream shops, and other similar enterprises. Restaurants and other eating establishments located in a single free-standing building and drive-up or drive-in restaurants are not permitted in this district; however walk-in food takeout establishments are permitted.

1. Chairs and tables for outdoor dining that is accessory to an eating establishment may be permitted in the public right-of-way (i.e., in sidewalk areas) provided that the business operator obtains a sidewalk encroachment permit from the City of San Fernando, and adheres to the following requirements:
 - a) The activity maintains a minimum five-foot wide sidewalk corridor which is clear and unimpeded for pedestrian traffic.
 - b) The activity maintains a minimum five-foot wide clearance from the building entrance and all points of entry for building access.
 - c) All outdoor furniture must be of commercial

grade (i.e., manufactured for outdoor commercial use) with attractive, sturdy and durable materials. Tables should be no larger than two and one-half (2 ½) feet in any dimension.

- d) Other requirements specified by the chief public works official or designee.

2. Alcoholic beverages may be served for on-site consumption in conjunction with the operation of a restaurant provided that a conditional use permit is obtained pursuant to 2.4 (A).

- C. Civic and cultural facilities, including libraries, public recreation facilities, museums, and art galleries.
- D. Publicly-owned parking structures and facilities.
- E. Business, professional, and government, medical and dental offices are permitted at the ground level on parcels fronting Truman Street except for parcels at the intersection of Truman and Maclay.
- F. Additional uses: other similar and compatible uses deemed by the chief planning official to meet the purpose and intent of this sub-district.

Note: Any sale of alcoholic beverages in this district is subject to San Fernando City Code Chapter 106 (Zoning), Article II, Division 4, Subdivision II (Section 106-176 *et seq.*), except as otherwise provided in 2.4 (A).

2.2 Permitted Ground Floor Uses for the Mall Sub-District.

- A. Retail sales and services, as described in 2.1 (A), above.
- B. Restaurants, as described in 2.1 (B), above.
- C. Civic and cultural facilities, including libraries, public recreation facilities, museums, and art galleries.
- D. Additional uses: other similar and compatible uses deemed by the chief planning official to meet the purpose and intent of this sub-district.

Note: Any sale of alcoholic beverages in this district is subject to San Fernando City Code Chapter 106 (Zoning), Article II, Division 4, Subdivision II (Section 106-176 *et seq.*), except as otherwise provided in 2.4 (A).

2.3 Permitted Upper Floor Uses for the Entire District.

- A. Business, professional, and government offices.
- B. Health and exercise clubs.
- C. Live-work and home occupations, where an occupation, hobby or profession may be conducted within a

dwelling. Residential use must be the predominant use of the premises, and commercial workplace activity should be secondary. Occupational activity is limited to a business office or a studio, including the making of arts and crafts or other occupational activity compatible with a residential use. Client visitation to a home occupation shall be by appointment only, except that walk-in trade may be conditionally permitted by the chief planning official or designee. The maximum number of employees discounting the owner/occupant is limited to two. Permitted work activities shall be classified as a business and shall be subject to *San Fernando City Code* Chapter 106 (Zoning), Article VI, Division 9, (Section 106-1241 *et seq.*). No residential dwellings are permitted within a distance of 200 feet of a railroad right of way, including live-work units.

- D. Lodging such as bed-and-breakfasts, hotels, rooming and boardinghouses, or other accommodations for dwelling, sleeping or lodging, except within 200 feet of a railroad right of way. (Lobbies providing entrance to such facilities may occur on the first floor).
- E. Medical and dental offices.
- F. Public clubs, lodges and halls.
- G. Schools for business and professional practice, performing and fine arts, and vocational training for trades.
- H. Studios for design, production of graphics and art and similar workplaces.
- I. Studios for physical activity and instruction including exercise and physical therapy, dance, martial arts, and similar activities.
- J. Residential dwellings, including townhouses, condominiums, and apartments. No residential dwellings are permitted within a distance of 200 feet from a railroad right-of-way.
- K. Additional uses: other similar and compatible uses deemed by the chief planning official to meet the purpose and intent of this district.

2.4 Conditional Uses for the Entire District.

Conditional uses shall be reviewed in terms of the location, design, configuration and impact of the proposed use, per *San Fernando City Code* Chapter 106 (Zoning), Article II Division 4 (Section 106-141 *et seq.*). The following conditional uses may be permitted:

- A. Alcoholic beverages may be served for on-site consumption ancillary to the operation of a sit-down restaurant with table service that is a "bonafide public eating place" as that term is defined in *San Fernando*

City Code Section 106-177, if a conditional use permit is obtained pursuant to *San Fernando City Code* Article II, Division 4, Subdivision II (Section 106-176, et seq.), except that the distance separation requirement for on-sale conditional use permits provided in paragraph (1) of Section 106-180 shall not apply.

- B. Adult businesses, subject to the limitations of *San Fernando City Code* Chapter 106 Article VI, Division 2 (Section 106-1021 et seq.) with the further limitation that permitted use is limited to sales of merchandise. Adult theaters, massage parlors and modeling studios, adult motels or hotels or other adult entertainment uses are not permitted.
- C. Entertainment uses such as nightclubs, billiards / pool parlors, provided that they do not exceed a maximum floor area of 3,000 square feet, and that they are operated so as not to create any nuisance for adjacent residential uses.
- D. Offices for social, cultural or public services such as public and non-profit organizations, on upper floors only.
- E. Public assembly uses such as banquet halls and meeting or conference facilities, and venues/auditoriums for the performing arts and movie theatres, provided that such activities must be conducted so as not to create any nuisance for adjacent residential uses.
- F. Privately-owned parking structures and facilities provided that a minimum of 60% of the street frontage shall be comprised of business uses with retail-type storefronts or other pedestrian activity generating uses.
- G. Additional uses with a conditional use permit: other similar and compatible uses determined by the planning commission to meet the purpose and intent of this district and of the San Fernando Corridors Specific Plan.

3. DEVELOPMENT INTENSITY

3.1 Floor-Area-Ratio.

For all development, including residential, the maximum Floor-Area-Ratio (FAR, defined as the floor area of the building divided by the total project site area) is 3.0. Parking facilities shall not be included in these calculations.

- 1. Density Bonus - If residential is included as a part of a mixed-use building, the maximum FAR may be increased to 3.5.

4. HEIGHT

4.1 Height.

Height as measured from sidewalk or finished grade to top of flat roof, cornice, parapet, or eave line of a peaked roof.

- A. Buildings must maintain a minimum height of 24 feet; this may be constructed as a single story building with a parapet. Buildings may not exceed a total maximum height of 4 floors or 50 feet, whichever is less.
 - 1. Special Requirement at Parcels Fronting the Intersection of Truman and Maclay: buildings located at the intersection of Truman Street and Maclay Avenue must anchor the corner with a tower that extends a minimum of six (6) feet and a maximum of ten (10) feet above the roof, cornice, parapet, or eave line at that corner.
 - 2. Special Condition adjacent to Existing Single Family Residential: buildings sited adjacent to or backing onto R-1 zoned property that is developed with an existing single family dwelling must step down in height so that no single façade wall extends more than 10 feet above the height of the adjacent single family façade within a distance of 15 feet from the property line.
- B. Accessory buildings, including non-dwelling units such as freestanding individual car garages, service structures and tool sheds, may be a maximum of 12 feet in height.
- C. Exceptions - subject to City review:
 - 1. Special architectural features, such as uninhabited towers (clock, bell, observation) or entry volumes, may exceed the maximum height by no more than 10 feet.
 - 2. Rooftop structures, such as elevator and mechanical equipment enclosures or roof deck trellises and gazebos, may exceed the height limit by ten (10) feet, provided they are set back a minimum of ten (10) feet from building walls and are screened on all sides by a parapet or sloping roof that is architecturally integrated within the building design.

5. SETBACKS*

5.1 Front Setback.

- A. All non-residential ground-floor uses are required to be built to the front property line or the back of sidewalk. However, a portion of the building frontage

may be recessed to provide for courtyards, forecourts, entry plazas or similar features, provided the following:

1. Courtyard recess is enclosed by buildings on three sides, with storefront entrances and windows fronting onto the courtyard.
 2. Courtyard recess extends no longer than 60' along the front property line.
 3. Courtyard recess extends no deeper than 25' from the front property line.
- B. All residential uses are required to be set back a minimum of fifteen (15) feet from the front property line or the back of sidewalk; maximum setback is twenty (20) feet.
- C. Architectural elements attached to the building façade, such as columns or piers, may extend into the public right-of-way up to a maximum of one (1) foot.
- D. Trellises, canopies and awnings may extend horizontally into the public right-of-way up to a maximum of six (6) feet, provided they allow for a minimum of eight (8) feet clear height above sidewalk grade.
- E. At corner parcels, front build-to-line requirement applies to both street frontages.

5.2 Side Setback.

Buildings are required to be built to the side property line. However, side setbacks may be allowed to provide for driveways and pedestrian pathways, to a maximum of 12 feet.

5.3 Rear Setback.

There are no rear setback requirements in the Downtown District.

5.4 Setbacks for Parking Lots and Structures.

- A. New surface parking lots may not front onto Maclay Avenue or San Fernando Road. At-grade parking lots fronting other streets shall be set back a minimum of five (5) feet from all property lines. The perimeter of parking lots shall be landscaped as described herein below in *6.3 Landscaping & Screening*.
- B. Freestanding parking structures may be built to the property line.

6. SITE DEVELOPMENT

6.1 Driveway Access.

- A. Driveway access must be located along streets other than Maclay Avenue or San Fernando Road wherever possible (i.e. from side streets or rear alleys). Where only front access is available, driveways should be constructed according to the following Standards.
1. The maximum number of curb cuts associated with a single building is two (2) one-way curb cuts. Otherwise, the maximum number of curb cuts is two (2) one-way curb cuts per one hundred fifty (150) feet of street frontage.
 2. The maximum width of curb cuts is twelve (12) feet for one-way driveways.
- B. Service access must be from side streets, rear alleys and rear parking areas.

6.2 Open Space.

- A. Commercial and Office Development: Developments of greater than 30,000 square feet shall provide a minimum of one hundred (100) square feet of publicly accessible open space for every 2000 square feet of ground floor retail space constructed, and a minimum of one hundred (100) square feet of publicly accessible open space for every 1000 square feet of office space constructed. Open space provision shall not include required setback areas. Open space may be constructed on- or off-site, or be satisfied through payment of an in-lieu fee to fund the construction of public open space in the Downtown District. (See the *Design Guidelines for Site Improvements, Furnishings, Landscape and Lighting* for design of open space, including front setback areas.)
- B. Residential Developments: Outdoor space shall be provided as follows:
1. A minimum of one hundred fifty (150) square feet of usable publicly accessible open space. Open space provision shall not include required setback areas. Common open spaces for residential uses must be constructed on-site. Publicly accessible open space may be constructed on- or off-site. (See the *Design Guidelines for Site Improvements, Furnishings, Landscape and Lighting* for design of open space.)
 2. A minimum of sixty (60) square feet of private open space per residential unit. Patios, porches, balconies, terraces, and decks may be used to provide private space within multi-family structures,

at a minimum dimension of six (6) feet in any one direction. Private areas should be adequately separated to ensure the privacy of the units.

- C. For Mixed Use Developments, publicly accessible open space provided will count towards the minimum public open space requirements for all uses.
- D. All open spaces shall be publicly accessible during daylight hours, and shall be designed to connect with public rights-of-way and adjacent public open spaces in the vicinity.
- E. For all developments, the developer shall record binding agreements ("CC&R's") addressing issues of common interest regarding maintenance of public accessibility to open space, tree planter areas, planting strips, and walks.

6.3 Landscaping & Screening.

- A. A minimum five (5) feet wide planting area must be established at the perimeter of parking lots and drive-ways within the required setback area. Where parking lots are sited adjacent to or backing onto residential buildings, the parking lot should also be screened with an attractive screen fence or low wall, and planted with ground cover and trees adjacent to the screening fence or wall at a maximum spacing of twenty (20) feet on center.
- B. Utility, trash, recycling, food waste and service equipment, including satellite receiving dishes, must be located away from streets and enclosed or screened by landscaping, fencing or other architectural means. Rooftop equipment must be screened on all sides and must be integrated architecturally in the building design. Trash facilities and recycling containers must always be within structural enclosures.
- C. Rooftop equipment must be screened from view and architecturally integrated into the building design.

6.4 Lighting.

- A. All exterior area lighting shall be provided by full cut-off fixtures (where no light is emitted above the horizontal plane) with the light source fully shielded or recessed to preclude light trespass or pollution on adjacent or abutting property.
- B. All exterior area lighting adjacent to residential uses shall be located and designed to prevent light spill into residential units.
- C. Freestanding luminaires shall be mounted no higher than eighteen (18) feet, measured from the finished grade. Building-mounted luminaires shall be attached to walls or soffits (the undersides of ceilings

or overhangs), and the top of the fixture shall not exceed the height of the parapet or roof, whichever is greater. (Please refer to the *Design Guidelines for Site Improvements, Furnishings, Landscape and Lighting* for lighting design.)

- D. All decorative up-lighting, such as those illuminating building facades or landscaping, shall be operated on timers that turn off illumination after 12 midnight nightly.

6.5 Utility Easements.

- A. All public utility easements must be provided under or immediately adjacent to new public rights-of-way, or within other public easement areas acceptable to the chief public works official.
- B. All on-site utilities shall be placed underground unless specified otherwise by the chief public works official.

7. SIGNAGE REGULATIONS*

7.1 Permitted Sign Types.

- A. All permanent signs are subject to design review, as per *San Fernando City Code* Chapter 106 (Zoning), Article V, Division 5, Section 106-927. A sign permit shall be required prior to the placing, erecting, moving, reconstructing, altering or displaying of any sign within the district.
 - 1. Building-mounted signs, including wall signs and projecting signs, are permitted.
 - a) Individual lettering or characters or logotypes on signs may not exceed three (3) feet in height.
 - b) Wall signs should be located above the storefront of the building, in the sign band or on other useable wall area below the sign band. Wall signs may not project more than four inches from a building, and may not extend above the roofline or parapet wall of the building.
 - c) Projecting signs must be placed at minimum ten (10) feet above the ground, and must not project more than four (4) feet from the building face. They may not extend above the top of the storefront cornice or parapet, unless approved by the chief planning official in conjunction with a sign plan for the building as a whole that is determined to be complementary to the building's design.

- d) No sign display may be painted directly onto the wall of a building.
- 2. Awning and canopy signs are permitted.
 - a) Sign copy (letters and graphics) on awnings is limited to the front valence of the awning, and must consist of no more than one line of lettering. Individual lettering or characters or logotypes comprising this line may not exceed twelve (12) inches in height.
 - b) Awnings must generally be centered over the entrance or storefront, and located a minimum 10 feet above the ground. Awnings and canopies should not obscure transom or clerestory windows.
- 3. Window signs are permitted.
 - a) The combination of all window signs, including both primary and temporary window signs may not cover more than twenty-five percent (25%) of the total window area. Individual letters on windows may not exceed twelve (12) inches in height.
- 4. Free standing signs and pole signs are not permitted. Exceptions include:
 - a) Directory signs or kiosks, to a maximum height of four (4) feet, and a maximum area of thirty (30) square feet. These may be considered for sidewalk locations; those for private arcades or building complexes should be on private property, located in publicly accessible courts, access ways or passages. Proposed locations are subject to design review for pedestrian and ADA clearance and conformance with street and sidewalk character.
 - b) Portable signs for restaurants only, i.e. sandwich and menu boards for restaurants only, provided they are stored indoors after hours of operation.
 - c) Signs attached to architectural elements such as archways, trellises, and entry piers are permitted only for addresses, project identity signs, or directories.
 - d) Parking entry and incidental traffic control signs.
- 5. Roof-top mounted signs are not permitted.
- 6. Temporary banner signs shall not exceed a maximum area of thirty (30) square feet, and shall be limited to the width of the storefront for the business displaying the banner sign. No more than

one banner sign is permitted per street frontage per business, unless otherwise approved by the chief planning official.

7.2 Sign Area.

- A. For primary building frontage, the sum total area for any combination of permitted sign types is one (1) square foot per one (1) linear foot of ground-floor tenant street frontage, not to exceed 100 square feet of total sign area, or 50 square feet in any single sign face display. This total includes both ground-floor and upper story uses.
- B. For secondary building frontage, the allowable sign area is one-half (0.5) square foot per one (1) linear foot of tenant street frontage, not to exceed 50 square feet of total sign area. Any signs facing abutting residentially zoned property shall have no internal illumination, and any spotlights or other sources of illumination shall be shielded to prevent glare.

7.3 Sign Area for the San Fernando Mall Sub-District.

- A. For primary building frontage, the sum total area for any combination of permitted sign types is two (2) square foot per one (1) linear foot of ground-floor tenant street frontage, not to exceed 120 square feet of total sign area. This total includes both ground-floor and upper story uses.
- B. For secondary building frontage, the allowable sign area is one (1) square foot per one (1) linear foot of tenant street frontage, not to exceed 50 square feet of total sign area.

7.4 Sign Content.

- A. Signs displayed pursuant to this section shall refer only to businesses or occupants located on the premises where the signage is located and only to products and/or services available on the premises.
- B. Each business or building occupant with exterior sign display shall include within its sign content the name of the business or occupant in letters of the roman alphabet that are at least six inches in height, and that are legible to the public and to emergency service responders.
- C. All signs pertaining to the sale of alcoholic beverages or to the sale of tobacco products shall comply with *San Fernando City Code*, Chapter 106, Article V, Division 5, Sections 106-940, and 106-941.

8. PARKING

8.1 Vehicular Parking Requirements.

The minimum number of off-street parking spaces required for each category of use shall be achieved through shared public parking, or where shared parking is determined not to be possible by the chief planning official, through provision of private spaces, as follows. For some uses a maximum number of off-street parking spaces is also indicated below, in order to promote the efficient use of land and to provide a better pedestrian environment in the district. Parking requirements for renovation, enlargements or use changes apply only to net new floor area and/or the incremental increase in parking demand that accompanies a higher intensity use.

Requirements may be satisfied either on-site, on-street along adjacent public street frontages, by constructing or purchasing spaces in off-site parking structures, and/or by payment of an in-lieu parking fee to fund shared public parking. Curbside parking directly in front of a parcel, including partial spaces where at least seventy-five percent (75%) of their length lies directly in front of a parcel, may count towards minimum parking requirements for that site.

A. Shared Parking Agreements - Shared parking should be implemented throughout the Downtown District, especially where nearby uses generate parking demands during different hours. Shared parking will be approved provided the area where the sharing occurs is not heavily impacted by a parking shortage as determined by a parking study prepared and updated periodically for the city parking authority and provided:

1. A shared parking agreement is developed between property owners and the agreement is approved by the planning department for review prior to recording the agreement with the county recorder; and
2. A conformed copy of the recorded shared parking agreement is transmitted to the planning director prior to issuance of a building permit.

B. Individual Uses – Should shared parking be determined to be unachievable by the chief planning official, individual uses must provide parking as follows:

1. Business, professional, and government offices; and offices for public and non-profit organizations: Minimum - 1 space per 400 square feet (2.5/1,000 sf) of floor area; Maximum - 1 space per 200 square feet (5/1,000 sf) of floor area.
2. Civic and cultural facilities: Minimum - 1 space for each 400 square feet (2.5/1,000 sf) of floor area.

3. Health and exercise clubs: Minimum - 1 space per 200 square feet (5/1,000 sf) of floor area; Maximum - 1 space per 100 square feet (10/1,000 sf) of floor area.
4. Lodging: Minimum - 1.125 spaces per unit (one space for each living or sleeping unit, plus one space for each 10 such units); Maximum - 2 spaces per unit.
5. Medical and dental offices: Minimum - 1 space per 200 square feet (5/1,000 sf) of floor area; Maximum - 1 space per 100 square feet (10/1,000 sf) of floor area.
6. Mixed Use Development: When there are two or more different uses located on the same lot or within the same building, the total number of parking spaces required shall equal the sum of requirements, including fractional amounts, for each use, unless shared parking is possible.
7. Public assembly uses (including banquet halls and meeting or conference facilities, venues/auditoriums for the performing arts and movie theatres; public clubs, lodges and halls; and entertainment uses): Minimum - 1 space for each 5 fixed seats or 1 space per 50 square feet of floor area used for assembly purposes.
8. Residential, live-work and home occupations: Minimum - 1 space per one-bedroom unit, 2 spaces per two-bedroom unit or larger; one additional guest space per five (5) dwelling units (or two-tenths (0.2) spaces of guest parking per unit). Guest parking may be provided off-site through payment of an in-lieu fee or through a shared parking agreement.
9. Restaurants and other eating and drinking establishments: Minimum - 1 space per 300 square feet (3.3/1,000 sf) of floor area; Maximum - 1 space per 60 square feet (16.5/1,000 sf) of floor area.
10. Retail sales and services (including banks and financial institutions): Minimum - 1 space per 300 square feet (3.3/1,000 sf) of floor area; Maximum - 1 space per 150 square feet (6.6/1,000 sf) of floor area.
11. Schools for business and professional practice, performing and fine arts, and vocational training for trades: Minimum - 1 space for each 125 square feet (8/1,000 sf) of teaching area.
12. Studios: Minimum - 1 space per 500 square feet (2/1,000 sf) of floor area.

8.2 Bicycle Parking Requirements.

- A. For all uses, there shall be one (1) off-street bicycle parking space per ten (10) automobile parking spaces as required above.
- B. Off-street bicycle rack facilities for separate uses may be provided collectively if the total number of spaces provided collectively is not less than the sum of the separate requirements for each such use and provided that all regulations governing location of accessory parking spaces in relation to the use served are adhered to.

8.3 Off-Street Parking Lots.

- A. Location: Surface parking lots may not front primary streets within the Downtown District. Parking lots and structures should be located at the rear or at the side of buildings.
- B. Design: The layout and design of parking lots and areas, including access to required parking spaces, turning radii, angle of parking and aisle width shall be as set forth in parking lot design standards adopted in accordance with *San Fernando City Code* Chapter 106 (Zoning) Article V, Division 3, Subdivision III, Section 106-868.
 - 1. The perimeter of parking areas and driveways must be landscaped as described herein above in *6.3 Landscaping & Screening*.
 - 2. Surface parking areas must be planted with shade trees at a ratio of at least one (1) tree for every four (4) spaces. They must also meet the landscape requirements in accordance with *San Fernando City Code* Chapter 106 (Zoning), Article V, Division 3, Subdivision II, Section 106-833, and lighted in accordance with *Code* Section 106-834.

9 STREET DESIGN STANDARDS

9.1 Improvements to Maclay Avenue.

Improvements to Maclay Avenue in the City Center Sub-District shall be made between First and Fourth Streets, and must occur within the existing right-of-way. Improvements must incorporate the following:

- A. Travel lanes – One travel lane will be provided in each direction, with a center turn lane to provide convenient left turn access.
- B. Street parking - Angled on-street parking shall be provided along one side of Maclay Avenue with parallel parking along the other.

- C. Walks - A minimum ten (10) foot wide level concrete sidewalk shall be provided (existing widths of sidewalks will be maintained).
- D. Street trees - Along the public sidewalk, flowering trees will be placed at the back of curb, at a spacing of approximately 60' on center. Larger open habit trees will be staggered between the sidewalk trees and planted within the parking aisle, at a spacing of approximately 60' on center so that two parallel parking spaces and four angled parking spaces are located between trees.
- E. Street lights - New decorative pedestrian-scale lights shall be installed to be consistent with tree planting, approximately 30' on center to coordinate with the flowering trees. Lights shall comply with *6.5 Lighting*, herein above. (Please refer to the *Design Guidelines for Site Improvements, Furnishings, Landscape and Lighting* for lighting design.)

9.2 Improvements to Truman Street.

Improvements to Truman Street in the City Center Sub-District shall be made between San Fernando Mission and Brand Boulevards, and may occur within the existing right-of-way or along private frontage. Improvements must incorporate the following:

- A. Walks - On the south side of Truman Street, a minimum ten (10) foot wide level concrete sidewalk shall be provided, and separated from the street by a minimum eight (8) foot planting strip. On the north side of Truman Street, a minimum eight (8) foot wide level concrete sidewalk shall be provided, and separated from the street by a minimum six (6) foot planting strip.
- B. Street trees - On the south side along the public sidewalk, palm trees will alternate with larger open habit shade trees along the planting strip. Spacing will be approximately 20' on center from palm to palm and from palm to shade tree; and approximately 30' on center from shade tree to shade tree. On the north side along the public sidewalk, palm trees will alternate with larger open habit shade trees along the planting strip. Spacing will be approximately 20' on center from palm to palm and from palm to shade tree; and approximately 30' on center from shade tree to shade tree.
- C. Street lights - New decorative pedestrian-scale lights shall be installed to be consistent with tree planting, approximately 45' on center. Lights shall comply with *6.4 Lighting*, herein above. (Please refer to the *Design Guidelines for Site Improvements, Furnishings, Landscape and Lighting* for lighting design.)

10. NOISE

10.1 Maximum Noise Levels.

Sounds generated from all sources within the district shall be subject to the limitations specified in the *San Fernando City Code*, Chapter 34, Article II (Noise),(Section 34-26, et seq.).

11. MUNICIPAL CODE STANDARDS

11.1 Applicable Regulations

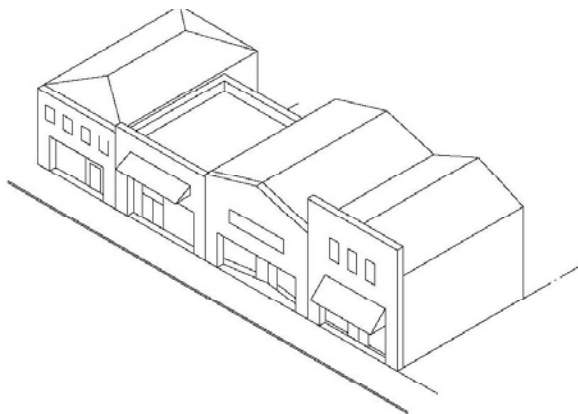
The development and occupancy of property in the Downtown District shall be subject to the provisions and procedures of the *San Fernando City Code*, except that the permitted and conditional uses and the development standards for the Downtown District as specified herein above shall supersede any conflicting regulation of the municipal code.



Downtown should be the most active, vibrant part of the City.



The San Fernando Mall should continue to be a shopping center.



Buildings are required to be built to the property line, to create a consistent “street wall” along the sidewalk

The Downtown District - The City Center and The San Fernando Mall Sub-Districts Design Guidelines

1. PURPOSE

The Downtown District is intended to be the most vibrant part of the city. It is intended as a center for its citizens, the place where its residents come together to shop and engage with the rest of their community. The design of the buildings in this district should support that role by providing interest and activity at the scale of the pedestrian. Buildings should be multi-storied (as is appropriate in the city’s densest district), with the focus placed on the ground level. Building design elements should encourage interaction, with a high level of detail to stimulate the eye, generous windows to provide visibility into downtown activities and businesses, and an overall character that holds the district together as a recognizable, unified center of the community.

The Downtown District at one time contained a number of significant buildings that contributed to its unique character. However, much of the downtown’s historic architecture was damaged or destroyed in the 1971 earthquake. Post-earthquake architecture has developed with little stylistic relation to the city and region. The design guidelines that follow will ensure that new buildings support not only the identity of the city, but specifically the Downtown District, creating a collection of buildings that contribute to the recognition of the district as the “center of the city”.

2. BUILDING MASS AND INCREMENT

2.1 Building Siting and Orientation:

Buildings should be sited to define the street edge of the Maclay and San Fernando corridors in the Downtown District, by establishing a continuous building wall along their primary street frontages.

1. Buildings should orient towards their primary street frontage, fronting either Maclay Avenue, Truman Street, or San Fernando Road. Where a parcel has frontage on both Truman Street and San Fernando Road, buildings should front San Fernando Road. Buildings should *not* orient to parking lots at the sides or rears of buildings.
2. Building facades along the primary street frontage

should contain elevations activated by doors and windows that look onto the street. Frontages should be public in nature and open to view from the street.

3. Buildings are required to be built to the property line (see *Development Standards for the Downtown District*), to create a consistent “street wall” with active store-fronts and other facades along the sidewalk. Where portions of the building frontage are recessed for entryways, recessed areas should be treated as part of the public sidewalk, with special design elements, detailing and paving.

2.2 Horizontal Mass:

Building facades should be architecturally subdivided into segments that correspond to the small-scale increment of the Downtown District’s historic development pattern. Building increments should range from the typical lot increment of twenty four (24) feet wide, to a maximum of thirty (30) feet wide. Some methods of creating building increment are listed below:

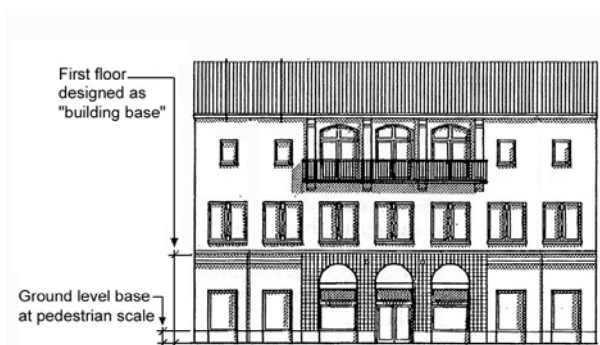
1. Vertical architectural features:
 - a. Apply a vertical pier, pilaster or column between facades. The maximum horizontal protrusion of pilasters into the public right-of-way should be six (6) inches.
 - b. Apply a vertical slot or recess between facades with a six (6) inch minimum recess depth and a fifteen (15) inch minimum width.
2. Individualized roof forms:
 - a. Use variation in roof forms to subdivide the building profile, by utilizing different forms over towers, bays or other building volumes.
 - b. Utilize a change in roof pitch or orientation at special places along the facade.
3. Towers or building volumes:
 - a. Project a part of the building volume out away from the façade; such as a horizontal mass that punches out horizontally, or as a vertical tower that holds several stacked rooms.
 - b. Insert a tower with a roof extending above the main building volume, into the facade.
4. Window/façade composition:
 - a. From one façade segment to the next, use different window sizes, orientations (e.g. horizontal or vertical proportions), and/or operating types (e.g. single-hung, multi-pane, etc.) to create variety. Windows should maintain consistency in shape and in location across the facade; while variation is recommended, the overall effect



Building increment can be created by a vertical pilaster or column between facades.



Building increment can be created by projecting a vertical tower from the façade.



Base treatments should occur at the individual scale of a person, and at the scale of the building.



Techniques for corner buildings include creation of a corner tower with a special roof,



... or a corner entrance .

should still create a harmonious pattern across the facade.

5. Change in storefront facade:

- a. Ground-floor facades should be designed to give individual identity to each retail establishment. Each shop should have a distinct façade with a unique character.
- b. At adjacent storefronts, the change in establishments should be clearly evident through a change in storefront façade, for example different base material, window type, and/or door type. This is particularly important for storefronts located in the same building.

2.3 Base Treatment:

Because of the pedestrian nature of the Downtown District, all buildings should maintain a readable base treatment that visually establishes a human scale at the horizontal ground plane. Base treatment should extend around all visible sides of a building. In the Downtown District, base treatments should occur at two scales:

1. At the individual scale of a person, between one and one-half and three feet (1½ - 3') in height. Ways of accomplishing this include the creation of a base ledge (for example a visibly thicker portion of the building wall) along the ground, or by a material and/or color change of the base wall relative to the building wall above.
2. At the scale of the building, marking the ground floor of a multi-story building. This may be created by designing the ground floor of the building to read as heavier than the stories above (e.g. of darker color and/or a stronger material such as masonry), or by a horizontal architectural feature at the first story, such as a ground-floor arcade, loggia or colonnade, a protruding horizontal band, or a cornice line.

2.4 Corner Buildings:

Buildings located at intersections should be designed to define and give prominence to the corner on which they are sited, by acknowledging both street facades with façade articulation and detail. Techniques include:

1. Creation of a landmark roof form, such as a dome, conical or pyramidal roof.
2. Creation of a corner tower with a special roof.
3. A storefront, building protrusion, bay, porch element or arcade that wraps around the corner.
4. A corner entrance that protrudes or is cut-away from the corner.

5. A change in roofline; such as a gabled end to mark the corner.

2.5 Main Entrance:

The main entrance of a building should be located along the primary street façade of the building, fronting Maclay Avenue, Truman Street or San Fernando Road. At buildings that have frontage on both Truman Street and San Fernando Road, main entrances should face onto San Fernando Road.

1. At all buildings, entrances should be clear and easily identifiable, using one or more of the following treatments:
 - a. Marked by a taller mass above, such as a modest tower, or within a volume that protrudes from the rest of building surface;
 - b. Indicated by a projection from the building façade, and covered by means of a building overhang, awning or canopy that projects from the building face;
 - c. Indicated by a recessed entry. Recommended treatments include special paving materials such as ceramic tile; ornamental ceiling treatments, such as coffering; decorative light fixtures; and attractive decorative door pulls, escutcheons, hinges, and other hardware;
 - d. Denoted by a single arch or series of arches to indicate entry. Arcaded entry porches or passage-ways are also recommended;
 - e. Framed by special architectural elements, such as columns, archways, and overhanging roofs;
 - f. Emphasized by a small roof overhang over the entrance, change in roofline or a major break in the surface of the subject wall.
2. At mixed-use buildings, entrances to residential, office or other upper story uses should be clearly distinguishable in form & location from retail entrances, through the following treatments.
 - a. Accented by architectural elements that are “residential” in character, such as small windows above the door, sidelights, and ornamental light fixtures, front stoops or plantings.
 - b. Indicated by a recessed entrance, for example a vestibule or lobby.

2.6 Accessory Buildings and Additions:

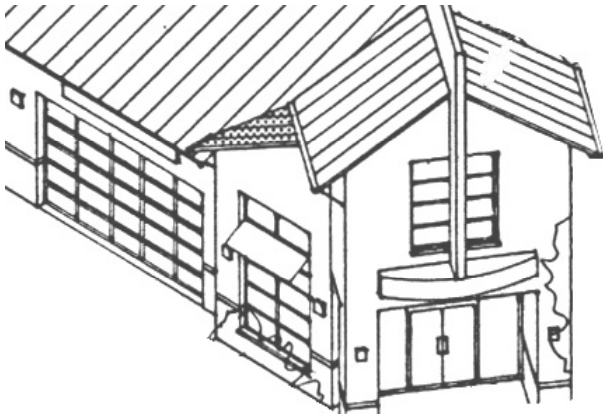
Accessory structures include any structures subordinate to the primary building, such as garages, storage facilities and other ancillary buildings. Their design



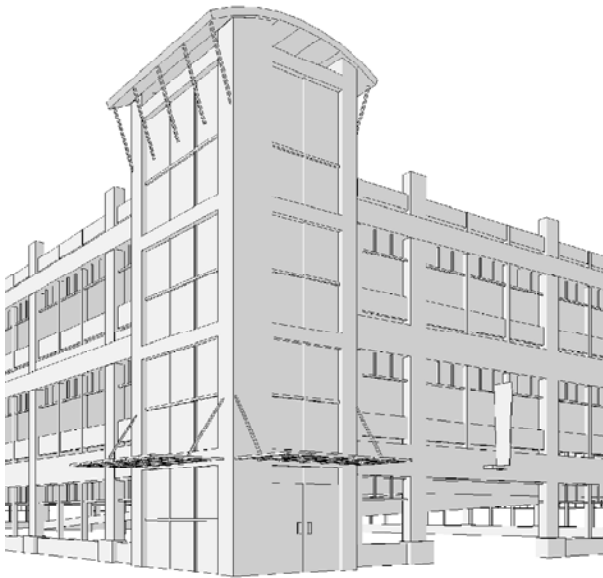
Entrances can be indicated by a recessed entry.



At mixed-use buildings, entrances to residential uses should be clearly distinguishable from retail entrances.



Service entrances and loading docks should be located to the side or rear of the building.



The pedestrian entrance to parking structure or podium should be designed as an easily noticeable change, like this tower.

should be consistent with the prevailing architectural style of the primary structure, and should incorporate the following design components:

1. The existing siding should be carried onto the addition or building.
2. Buildings should include articulation in the form of windows and doors, in the same style as the main structure.
3. Additions should continue the existing roofline. Buildings should follow the roof style of the main building.

2.7 Loading and Service Entrances:

Loading and services entrances should not intrude upon the public view, or interfere with streetfront activities.

1. Service entrances should not face Maclay Avenue or San Fernando Road. All service entrances and associated loading docks and storage areas should be located to the side or rear of the building.
2. Portions of the building facade containing service or truck doors should be integrated into the architectural composition of the larger building facade design. Architectural treatments, materials, and colors should be extended from building facade areas into the facade portion containing truck doors.
3. Roll-up security doors should be detailed to conceal door housings and tracks, and provide an attractive and finished appearance for all exposed components.

2.8 Parking Podiums:

Parking garages and podiums should be treated with wall textures, colors, and dimensional modules that are coordinated with the architecture of the building.

1. The pedestrian entrance to a parking structure or podium should be designed as an easily noticeable change within the facade treatment.
2. Podium entrances should not be loaded off Maclay Avenue, or other primary streets. Entrances should be located to the side or rear of the building.
3. Vehicle entrances should be treated with architectural articulation and landscape materials, to “mark” a frequently used common entrance for residents and guests. Treatments should include architectural frames or pergolas consistent with the architectural style of the building, decorative doorframe ornament, ornamental lighting, etc.
4. Exposed podiums should not have blank concrete walls. Podium wall textures, colors, and dimensional modules should be coordinated with those of the resi-

dential architecture above the podium. Detailing and design, such as decorative scoring, concrete blocks with special surface textures (split-face block, combinations with precision face, etc.), integral color and/or inset tiles are recommended to provide additional surface articulation.

3 ARCHITECTURAL STYLE

The discussion that follows provides a “stylistic” framework for the design of new structures. The design guidelines below do not prescribe specific styles for new buildings. Rather, the guidelines are set up to allow for a range of architectural styles and types, so as to encourage creativity in design. The guidelines set up a framework for quality design by establishing a framework for a) good urban design relationships between buildings, and b) an assured level of quality in terms of construction.

Projects should draw from San Fernando’s history, and the best of its building traditions. Much of San Fernando’s architectural character is derived from the San Fernando Rey Mission founded in 1797. The primary influences of this era are reflected in the city’s significant public and civic buildings, which draw heavily upon Mission, Spanish Colonial Revival, Mediterranean and even Monterey styles. Other architectural styles that are found elsewhere in San Fernando and may be appropriate to the Downtown District include traditional early 20th century commercial buildings, Craftsman, and Art Deco. Below are a list of features from San Fernando’s most common commercial architecture styles:

Elements of Mission architecture:

- Craftsmanship and high quality natural materials
- Simple design that reflected nature in its colors, patterns, and texture
- Thick walls and deeply inset windows.
- Smooth stucco siding
- Large square pillars
- Twisted columns
- Timberwork, wood framing and balustrades
- Corner towers
- Wide eaves with exposed beams and roof rafters
- Sloping, low-pitched or hipped roofs, or flat roofs with parapets.
- Red roof tiles, wood shingles or clay tiles.

Elements of Spanish Colonial Revival architecture:

- Stucco, brick, wood, or combinations of these materials.
- Little or no overhanging eaves
- Plain wall surfaces, Stucco siding



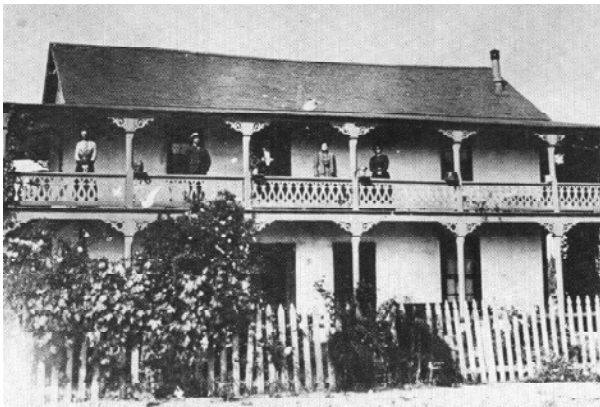
The San Fernando Rey Mission demonstrates many characteristics of the Mission style.



The Spanish Colonial style is typified by plain wall surfaces.



Library Square displays elements of the Mediterranean style.



The Monterey style often displays cantilevered balconies or upper-story porches.



An example of the 20th Century Commercial style.

- Arches, especially above doors, porch entries and main windows
- Arcades and other shaded or sheltered outdoor areas
- Decorative ironwork, particularly at balconies, porches and on roof forms.
- Courtyards
- Red tile roofs

Elements of Mediterranean architecture:

- Asymmetrical shape with cross-gables and side wings
- Carved doors
- Ornate detailing including molded decoration, carved wood and stonework, or cast ornament
- Spiral columns and pilasters
- Courtyards
- Carved stonework or cast ornaments
- Patterned tile floors and wall surfaces
- Flat roof and parapets, or a hipped roof

Elements of the Monterey style:

- Wooden verandas
- Cantilevered balconies or upper-story porches
- Ornate wood spindlework
- Low pitched, hipped or gabled roofs, often covered with shingles

Elements of the Art Deco style

- Angular form, often with stepped back façade
- Symmetrical or asymmetrical massing
- Strong vertical accents
- Use of glass or tile on wall surfaces
- Bands of design and carving
- Ornament in cubic forms and zigzag designs, often in colorful terra cotta

Elements of the Early 20th Century Commercial Style

- Flat or slightly pitched roof
- Brickwork or corbels along the cornice or parapet
- Recessed entrances
- Clerestory and transom windows

4. FACADE COMPOSITION

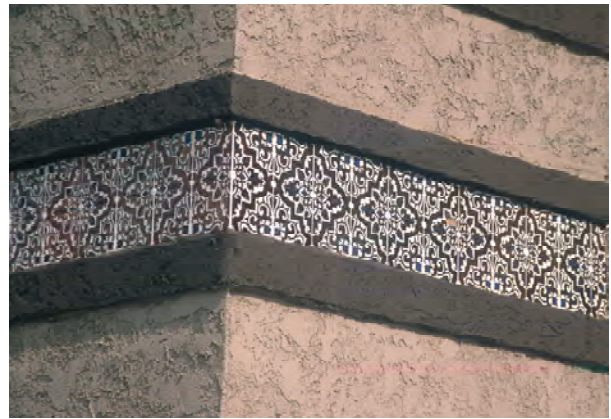
4.1 Building Materials:

Highly articulated wall surfaces are recommended for downtown buildings. Detail should be given through intricate storefront design, textures, and accent materials and colors.

1. *Primary materials* are those that clad the main building walls. Materials to be used as the primary cladding include:
 - a. Stucco: Stucco, cement plaster or stucco-like finishes are acceptable finishes. Attention should be paid to detail and trim elements for a high quality installation. Highly textured surface textures are not recommended. The pattern of joints should be architecturally coordinated with the overall facade composition, and sealant colors should be coordinated with surface and other building colors.
 - b. Brick: Red brick should not be used; lighter colored brick is appropriate. Full size brick veneer is preferable to thin brick tile. Brick veneers should be mortared to give the appearance of structural brick. Brick veneer applications should use wrap-around corner and bullnose pieces to minimize a veneer appearance. An anti-graffiti coating is recommended.
 - c. Wood: Horizontal sidings such as clapboard and tongue-in-groove, vertical siding such as board and batten, and other horizontal sidings such as smaller wood shingles and shakes may be suitable. The larger, more rustic styles of shingles and shakes should not be used. Trim elements should be used, and traditional Craftsman styling such as timber detailing and exposed bracing are recommended.
2. *Accent materials* may be used as to add interest and variety at a more intimate scale, for example along architectural elements such as cornices, or on portions of buildings or walls. Accent materials include stucco, brick and wood, as listed above, and also include:
 - a. Ceramic tile: Tile should be limited in use to a facade cladding or decorative wall accent material. Grout color should be coordinated with tile and other building colors.
 - b. Stone and stone veneers: Stone should be used as a base or as a special decorative material for wall panels or sills in combination with stucco or EIFS materials.
3. *Base materials* are those used along the bottoms of building walls, and can be carried to vertical portions of buildings such as columns, pilasters, or piers, to impart a sense of permanence and solidity. Primary ma-



Brick can be used as a primary material, as shown above.



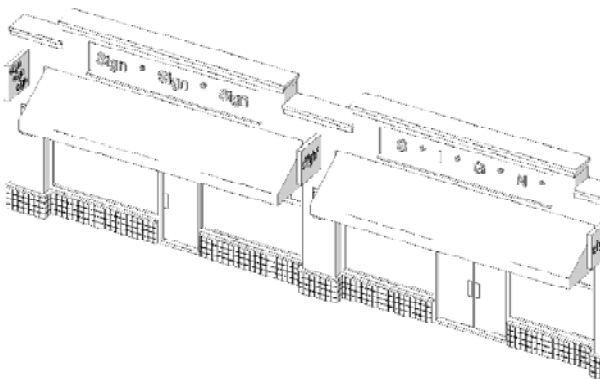
Ceramic tile can be used as an accent material, as shown above.



Stone veneer can be used as an accent material, as shown above.



Storefront bases can be made of precast or poured-in-place concrete.



Windows should comprise the majority of the building wall at ground floors and storefronts.

terials are often carried to the building base, but may also include:

- a. **Precast Concrete:** Textures, pigments, and special aggregates should be used to create rich surfaces. Precast concrete copings and trim are recommended for use with other materials such as poured-in-place concrete, concrete block, brick, stone, stucco and EIFS. The location of joints between castings and expansion joints should be incorporated into the facade composition. Grout and sealant colors should be coordinated with castings and other building colors. An anti-graffiti coating is recommended.
- b. **Poured-in-Place Concrete:** Concrete walls should generally be clad with stucco or other finish materials; poured concrete may be exposed as an architectural base or a sitework material. Where exposed, the location of formwork tie-holes, expansion joints and control joints should be incorporated into the facade composition. Textured form liners, pigments, stains, and special aggregates should be used to create rich surfaces. An anti-graffiti coating is recommended.
- c. **Concrete Block:** Concrete blocks of various block sizes, surface textures, and colors should be used as an architectural base or a sitework material; plain stack bond concrete block walls are not recommended. Decorative treatments should be used, such as alternating courses of differing heights, different surface textures (precision face and split face) and patterns of colored blocks; and cap and trim pieces should be used. Grout colors should be coordinated with block and other building colors. An anti-graffiti coating is recommended.

4.2 Windows

As the Downtown District is intended as the most public district in the city, windows should make up a large proportion of the building wall. Repetition of windows is recommended across facades, to create a recognizable pattern of openings along the building wall. This pattern can be reinforced with unifying architectural elements such as similar trim, common operating types, common sill or header lines.

1. At ground floors and storefronts, windows should make the majority of the building wall, encompassing a *minimum* of sixty percent (60%) of the facade. Where greater privacy is desired, and for non-commercial uses, restaurants or professional services, windows should be divided into smaller panes- see below.
2. At upper stories, windows should encompass a *minimum* of twenty-five percent (25 %) of each floor's facade.

3. Buildings should include vertically proportioned façade openings, with windows that have a greater height than width (an appropriate vertical/horizontal ratio ranges from 3:2 to 2:1).
4. Where window openings are paneled, for example divided with multiple groups of vertical windows, true divided light windows or sectional windows are recommended. Snap-in muntins and those located within double-paned glass should not be used.
5. Window frames should not be set flush with walls. Glass should be inset a minimum of two (2) inches from the exterior wall and/or frame surface.
 - a. At deeply inset windows (greater than 4" from the exterior wall); the framing may be simple and relatively unarticulated. At shallower insets (2-4" from the exterior wall), projecting sills, molded surrounds, lintels and/or trim should be used to frame openings.
 - b. Sills and surrounds should be proportioned to relate to the window size. For windows less than 48" in width, surrounds should not exceed 6" in width. For windows greater than 48" in width, surrounds should not exceed 8" in width.
6. Shaped frames and sills, detailed with architectural elements such as projecting sills, molded surrounds, and/or lintels (for example horizontal beams bridging the opening), should be used to enhance openings and add additional relief. They should be proportional to the glass area framed, for example thicker framing members at larger windows.
7. Decorative treatments on windows or balconies are recommended if consistent with building style, for example, iron railings at the base of deeply inset windows on Mission style buildings.
8. Aluminum sliding windows should be designed to have substantial framing members, at a minimum width of two (2) inches.
9. Clear glass is recommended. Reflective glazing should not be used. Non-reflective films, coatings, low emissivity glass, and external and internal shade devices should be used for heat and glare control.
10. Deeply tinted glass or applied films should not be used. If tinted glazing is used, light tints and green, gray and blue hues are recommended.
11. Fritted glass, spandrel glass and other decorative treatments are recommended to add privacy and aesthetic variety to glass where desired.

4.3 Doors

As a highly public, pedestrian-oriented district, doors at Downtown buildings will be highly visible, and fre-



Where window openings are paneled, they should be separated as true divided light windows.



Window sills and surrounds should be proportioned to relate to the window size.



Doors should be detailed and scaled to the individual.



Single, discrete awnings should be used for each building bay.



Horizontal ornament can be used as facade decoration.

quently seen and touched by the pedestrian. They should be detailed and scaled to the individual, as follows:

1. High quality materials such as crafted wood, stainless steel, bronze, and other ornamental metals are recommended.
2. Windows and glass are recommended to provide visibility into ground-floor establishments.
3. Doorways leading to upper story uses should be distinguishable from those leading to retail establishments.

4.4 Openings and Façade Elements

Other design elements may be used along the building façade, in cooperation with windows and doors, to reinforce a recognizable pattern across the facade. Recommended elements include:

1. Awnings, trellises, canopies, and other building-mounted accessories over storefronts. Single, discrete awnings should be used for each storefront or building bay, rather than one continuous run-on awning. These items should be located above the display windows and below the storefront cornice or sign panel, and include:
 - a. Storefront Awnings - Colored fabric mounted over a metal structural frame or permanent architectural awnings utilizing materials from the building architecture are both acceptable. Internally illuminated fabric awnings with signage should not be used.
 - b. Trellises and Canopies - Materials, colors, and form should be derived from the building architecture. A trellis painted the same color as a building's trim scheme is appropriate.
2. Ground floor arcades may be used to provide shade at the ground level of the building. Arcades should be located at the setback line, and may step back to the second story, or may be designed to be flush with the building wall above.
3. Architectural ornament and detailing, including:
 - a. Horizontal ornament such as awnings or belt courses, string courses or cornice lines.
 - b. Three-dimensional ornament like pilasters, wood detailing and embossed relief.
 - c. Ornamental wall-mounted outdoor lighting (sconces) can be used to accent entries or rhythms of repeating pilasters.
4. Alcoves, balconies and porches at upper stories, to provide outdoor spaces for upper story tenants.
5. Window boxes, or other wall-mounted elements below storefront windows, to add interest at a pedestrian scale.

5. ROOFS

5.1 Roof Types

Downtown buildings should have a highly articulated roof profile, created through a range of roof forms, varying building heights, interesting cornices.

1. Flat roofs should always be edged with parapet walls; and should be treated with one or more of the following conditions:
 - a. An architecturally profiled cornice and/or expressed parapet cap should be used to terminate the top of parapet wall.
 - b. Surface mounted cornices, continuous shading elements, or trellises should be used to strengthen a parapet wall design.
 - c. A single layer, flush sheet metal parapet cap (for example a simple inverted U of sheet metal over the top of a parapet wall) without a substantial built-up edge should not be used, as these installations often display warped sheet metal (oil-canning) and a low-quality appearance. If used, sheet metal parapet caps should provide a formed (compound folded) overhanging edge termination and a heavy gage sheet metal thickness selected to avoid oil-canning distortion.
2. Sloping roof forms may include pitched, gable, hip, and pyramidal roofs; and should be designed as follows:
 - a. Roof overhangs are recommended. Brackets and corbels (for example decorative supporting pieces designed to bear the weight of projected overhangs), or other expressed roof overhang supports are recommended to add richness to detailing. The spacing module of repeating supports should relate to the building's structural bay spacing.
 - b. The soffit (for example the underside surface of the roof overhang) should be incorporated into the overall architectural composition with beams, coffers, light fixtures and other design articulation.
 - c. Vertical roof edge fascia should be vertically subdivided by additional horizontal layers, stepbacks, trim, and other detailing.
3. Special forms such as domes, conical roofs and pyramidal roofs should be restricted to special locations, for example to mark major intersections, to denote civic buildings, or to announce unique elements such as a major public entry or a theater.

5.2 Roof Materials

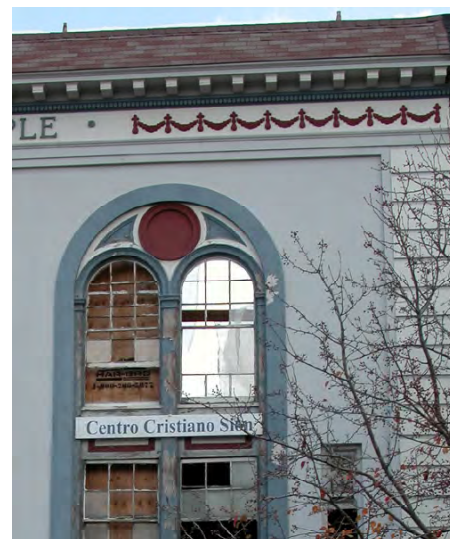
Selection of roof materials should be made with con-



Flat roofs should be edged with architecturally profiled cornices,



... or with shaped parapets.



Sloping roof forms should be detailed with corbels and decorative supports.



Terra Cotta or concrete tile roofs are recommended.



Asphalt, slate or cement shingles may also be used.

sideration for the neighborhood context. Roof materials and color should be selected with consideration for views from above. Recommended roof materials include:

1. Clay, Terra Cotta or Concrete Tile: Tile roofs are recommended wherever sloping roof forms are used. Projects should use authentic terra cotta barrel tiles, and avoid simulated products. A double row of tiles should be used to terminate the roof at the edge of rooflines.
2. Asphalt, Slate or Cement/Slate-type Shingles: Projects using shingles should use the highest quality commercial grade materials, and be provided with adequate trim elements.
3. Corrugated and Standing-Seam Metal Roofing: The structural support detailing of corrugated metal roofing should insure that metal roof edges and panels will not sag, bend, or be vulnerable to impacts and denting, especially where undersides and edges of corrugated metal roofing are visible. Finishes should be anodized, fluorocoated or painted. Flat, unarticulated metal roof tiles and metal roof sheeting are not recommended.
4. Tar and Gravel, Composition, or Elastomeric Roofs: These roof materials should be limited to flat roof locations, and should be screened from view from adjacent buildings and sites by parapet walls. They should be avoided where prominently viewable from adjacent uphill areas.

5.3 Roof Equipment and Screening

1. Roof mounted equipment such as cooling and heating

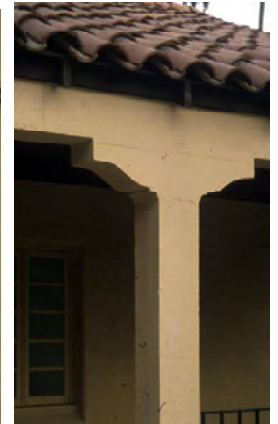
equipment, antennae and receiving dishes should be completely screened by architectural enclosures that are derived from or strongly related to the building's architectural expression, or enclosed within roof volumes.

2. In the design of screening enclosures, use dimensional increments of window spacing, mullion spacing, or structural bay spacing taken from the facade composition. Materials, architectural styles, colors and/or other elements from the facade composition should also be used to strongly relate the screening to the building's architecture.
3. The location, spacing, materials, and colors of downspouts, gutters, scuppers, and other roof drainage components should be incorporated into the architectural composition of the facade and roof. Downspouts should be concealed within walls or located to harmonize with window spacing and facade composition.

6. COLOR

A consistent color palette is recommended for the Downtown District, to ensure that new buildings are compatible with existing buildings. An example of the color range that falls in this palette is shown on the following page.

1. Primary building colors should be light in tone, and neutral in hue. Appropriate colors may range from white to soft cream and yellows to warm beige, as shown on the color palette that follows. Stark, extreme colors like black should not be used as primary wall colors.
2. Secondary and accent colors can be used to highlight special architectural features such as building bases or wainscots, columns, cornices and bands, trim on doorframes, storefront elements and similar features. They may also be used sparingly at fabric awnings, banners, window frames, or special architectural details. Secondary and accent colors may be stronger, and more saturated in hue than primary colors - accents of deeper reds and dark browns are recommended, as shown on the color palette that follows. If used in limited amounts, such as at building signage, rich and vivid colors may be used. Fluorescent colors should not be used.
3. For tiled roofs, red and terra cotta colors are recommended. For shingle and other roof styles, grey or earth tones are recommended. Light colored roofs may also be used to reduce solar radiation; these should be screened from view by architectural enclosures such as parapet walls or other screening treatment.



The Maclay District -

Development Standards

I. PURPOSE

The Maclay District is established as a mixed-use spine integrated with the residences that lie behind it. Permitted uses in the district will include housing, offices and other residentially-compatible uses such as community services. New development should embody the character of the adjacent neighborhoods, and new buildings should reflect the rich residential traditions of San Fernando.

Retail uses will be limited to those that meet the needs of nearby residents. Two "Neighborhood Services Overlay Areas" are located at Eighth Street and at Glenoaks Boulevard, where mixed-use development will provide convenience shopping and services for those neighborhoods on the ground floor.

2. PERMITTED AND CONDITIONAL USES

2.1 Permitted Uses.

The following uses are permitted:

- A. Accessory buildings and structures such as a garage, workroom, storage shed, recreation room or cabana located on the same lot as the principal residential use.
- B. Health and exercise clubs less than 10,000 square feet in size. Commercial uses shall maintain hours of operation between seven o'clock (7:00) A.M. and eleven o'clock (11:00) P.M.
- C. Live-work and home occupations, where an occupation, hobby or profession may be conducted within a dwelling, provided the following:
 - 1. Residential use must be the predominant use of the unit, and commercial activity should be secondary. Permitted home occupation commercial activities shall be classified as a business and shall be subject to *San Fernando City Code* Chapter 106 (Zoning), Article VI, Division 9 (Section 106-1241 et seq.) regulating home occupations.
 - 2. Activity is limited to office and studio workplace activities including the making of arts and crafts, and other activities compatible with residential use.

- 3. Use is open to client visitation only by appointment; walk-in trade is not permitted.
 - 4. The maximum number of employees discounting the owner/occupant is limited to two.
- D. Medical and dental offices less than 5,000 square feet in size, on ground floor only.
- E. Public and institutional uses that meet the purpose and intent of this District, including:
 - 1. Nursery school or day care facilities (provided that such use is compatible with other uses and structures in the surrounding area, and that such use is developed in accordance with *San Fernando City Code*, Chapter 106 (Zoning), Article VI, Division 10 (Section 106-1271 et seq.).
 - 2. Public health services and facilities.
 - 3. Residential and community care facilities, senior citizen housing, and small family group homes.
 - 4. Open space, including parks and playgrounds.
- F. Residential multiple-family dwellings, including townhouses, condominiums, and apartments.
- G. Neighborhood Services Overlay Area Uses: Small stores and services that meet the convenience needs of nearby residents, including small grocery stores, pharmacies, video rental & sales, dry cleaners and laundromats, restaurants, cafes or other eating establishments (drive-up or drive-in not included), are restricted to the ground floor of buildings within the Neighborhood Services Overlay Areas at Eighth Street and at Glenoaks Boulevard. General office use, including administrative, professional, business, design, and government offices are permitted uses on the upper floors within these Neighborhood Services Overlay Areas. Commercial uses shall maintain hours of operation between seven o'clock (7:00) A.M. and eleven o'clock (11:00) P.M.
- H. Additional uses: Other similar and compatible uses deemed by the chief planning official to meet the purpose and intent of this District.

Note: Any sale of alcoholic beverages in this district is subject to *San Fernando City Code* Chapter 106 (Zoning), Article II, Division 4, Subdivision II (Section 106-176 et seq.).

2.2 Conditional Uses.

Conditional uses shall be reviewed in terms of the location, design, configuration and impact of the proposed use, per *San Fernando City Code* Chapter 106 (Zoning), Article 2, Division 4, Subdivision 1 (Section 106-141 et seq.). The following conditional uses may be permitted:

- A. Assembly uses, including public halls, meeting facilities and community recreational centers.
- B. Bed and breakfasts providing lodging and meals for guests (hotels and motels are not permitted), provided the following:
 - The establishment is a private residence which is owner-occupied at all times.
 - The establishment has no more than ten (10) guest rooms.
 - The establishment serves food only to overnight guests.
 - Overnight guests stay for no longer than seven (7) consecutive days.
- C. Neighborhood Services Overlay Area Uses: General office use, including administrative, professional, business, design and government offices on the ground floor, provided that the given area is not viable as a retail site (i.e., limited parcel size or limited visibility from roadway).
- D. Additional uses permitted with a Conditional Use Permit: Other similar and compatible uses deemed by the Planning Commission to meet the purpose and intent of this district and of the San Fernando Corridors Specific Plan.

3. DEVELOPMENT INTENSITY

3.1 Residential Density Minimum/Maximum.

For all residential development, the minimum density is 12 dwelling units per acre and maximum density is 36 units per acre.

3.2 Floor-Area-Ratio for Non-Residential Development.

For all non-residential development, the maximum Floor-Area-Ratio (FAR, defined as the floor area of the building divided by the total project site area) is 1.0. For all mixed-use development, the maximum FAR is 1.5, and shall include all residential and non-residential floor area. Structured parking facilities shall not be included in these calculations.

4. HEIGHT

Height for all buildings in the district, as measured from sidewalk or finished grade to top of flat roof, cornice, parapet, or eave line of a peaked roof, shall be limited as follows.

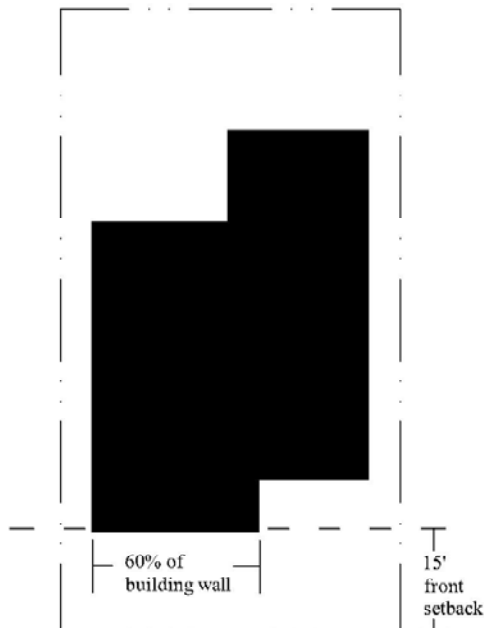
- A. Buildings may not exceed a total maximum height of 3 floors or 40 feet, whichever is less.
 - 1. Special Condition: Adjacent to R-1 Single Family Residential Zone – Buildings backing onto existing single family dwellings must step down in height so that no single façade wall extends more than 10 feet above the height of the adjacent single family façade within a distance of 15 feet from the property line.
- B. Accessory buildings, including structures not for habitation such as freestanding garages, service structures and tool sheds, may be a maximum of 12 feet in height.
- C. Exceptions subject to approval by the chief planning official:
 - 1. Buildings located above subsurface or podium parking may exceed the maximum height by four (4) feet. Developments with a frontage of over 200 feet may exceed the height limit by an average of 4 feet to a maximum of 5 feet.
 - 2. Special architectural features, such as uninhabited towers (clock, bell, observation) or entry volumes, may exceed the maximum height by no more than ten (10) feet.
 - 3. Rooftop structures, such as elevator and mechanical equipment enclosures or roof deck trellises and gazebos, may exceed the height limit by ten (10) feet, provided they are set back a minimum of ten (10) feet from building walls and are screened on all sides by a parapet or sloping roof that is architecturally integrated within the building design.

5. SETBACKS

5.1 Front Setback.

- A. At Neighborhood Services Overlay Areas, there is no minimum front setback; buildings may be built to the property line.
- B. For all other buildings, the required front setback is fifteen (15) feet from the front property line. A minimum of sixty percent (60%) of the front wall of the building mass must be built to this setback line,

as shown on the diagram below. There is no maximum setback.



1. Front entrances, entrance porticos, porches, stairs, canopies and special architectural features (meaning those that do not increase the interior square foot area of the property, e.g., balconies or bay windows) may extend a maximum of five (5) feet beyond the front setback/ build-to-line.
2. At corner parcels, setback/ build-to requirements apply to both street frontages.

5.2 Side Setback.

For all buildings, the minimum required side setback is five (5) feet from the side property line, or ten (10) feet from any adjacent structures. Where structures extend to three stories in height, the third story must be set back an additional five feet from the property line.

Special Condition: Within the “Neighborhood Serving Overlay Areas” there is no minimum required side setback.

5.3 Rear Setback.

For all buildings, minimum rear setback is fifteen (15) feet. Where a rear alley is provided, the rear setback may be measured from the centerline of the alley.

5.4 Setbacks for Parking Lots and Structures.

At-grade parking lots shall be set back a minimum of fifteen (15) feet from the front property line, and five (5) feet from all other property lines and building walls. The perimeter of parking lots shall be landscaped as described in 6.3 *Landscaping & Screening*, below.

6. SITE DEVELOPMENT

6.1 Driveway Access.

- A. The maximum number of curb cuts associated with a single building is one (1) two-way curb cut or two (2) one-way curb cuts. Where applicable, the maximum number of curb cuts is one (1) two-way curb cut or two (2) one-way curb cuts per one hundred fifty (150) feet of street frontage.
- B. The maximum width of curb cuts is twelve (12) feet for one-way and twenty (20) feet for two-way driveways.
- C. Driveway setbacks must be a minimum of five (5) feet from adjoining properties, and a minimum of three (3) feet from adjacent buildings.
- D. Vehicular service access must be from alleys and rear parking areas unless it is determined by the chief planning official that it is not feasible to do so.

6.2 Open Space.

- A. For residential development, outdoor space shall be provided as follows:
 1. A minimum of one hundred fifty (150) square feet of usable common open space per residential unit. Open space provision shall not include required setback areas. Common open spaces for residential uses must be constructed on-site. (Refer to the *Design Standards and Guidelines for Site Improvements, Furnishings, Landscape and Lighting* for design of open space).
 2. A minimum of sixty (60) square feet of private open space per residential unit. Patios, porches, balconies, terraces, and decks may be used to provide private space within multi-family structures, at a minimum dimension of six (6)

feet in any one direction. Private open space areas must be adequately separated or differentiated from common open space so as to maintain their functional privacy.

- B. For all developments with common open space or other common interest facilities, the developer shall record binding agreements ("CC&R's") addressing issues of common interest regarding use, access and maintenance of common open space, tree planter areas, planting strips, walkways and parking and/or vehicular use areas.

6.3 Landscaping & Screening.

- A. Front setback areas shall be improved as landscape with the installation of trees and vegetative ground cover, exclusive of driveways.
- B. A minimum five (5) foot planting area must be established at the perimeter of parking lots and driveways. Where parking lots are sited adjacent to or backing onto residential buildings, the parking lot must also be screened with an attractive screen fence or low wall, and planted with ground cover and trees adjacent to the screening fence or wall at a maximum spacing of twenty (20) feet on center.
- C. Utility, trash, recycling, food waste and service equipment, including satellite receiving dishes, must be located away from streets and enclosed within a portion of the building, or screened by landscaping, fencing or other architectural means. Trash facilities and recycling containers must be located within structural enclosures that are designed to be consistent with the overall design of the building.
- D. Rooftop equipment must be screened from view and architecturally integrated in the building design.

6.4 Lighting.

- A. All exterior area lighting shall be provided by full cut-off fixtures (where no light is emitted above the horizontal plane) and with the light source fully shielded or recessed to preclude light trespass onto abutting and adjacent properties.
- B. All exterior area lighting adjacent to residential uses shall be located and designed to prevent light spill into residential units.
- C. Freestanding luminaires shall be mounted no higher than eighteen (18) feet, measured from the finished grade. Building-mounted luminaires shall be attached to walls or soffits (the undersides of

ceilings or overhangs), and the top of the fixture shall not exceed the height of the parapet or roof, whichever is greater. (Refer to the *Design Guidelines for Site Improvements, Furnishings, Landscape and Lighting* for lighting design.)

- D. All decorative uplighting, such as those illuminating building facades or landscaping, shall be operated on timers that turn off illumination after 12 midnight nightly, unless specified otherwise by the chief planning official.

6.5 Utilities.

- A. All public utility easements must be provided under or immediately adjacent to new public rights-of-way, or within other public easement areas acceptable to the chief public works official.
- B. All on-site utilities shall be placed underground unless specified otherwise by the chief public works official.

7. SIGNAGE REGULATIONS.

7.1 Permitted Sign Types.

- A. All permanent signs are subject to design review, as per *San Fernando City Code* Chapter 106 (Zoning), Article V, Division 5, Section 106-927. A sign permit shall be required prior to the placing, erecting, moving, reconstructing, altering or displaying of any sign within the San Fernando Corridors Specific Plan area.
 - 1. Building-mounted signs, including wall signs and projecting signs are permitted on commercial buildings, as follows:
 - a) Individual lettering or characters or logotypes on signs may not exceed twelve (12) inches in height. At Neighborhood Services Overlay Areas, individual lettering may not exceed two (2) feet in height.
 - b) Wall signs should be located above the storefront of the building, in the sign band or on other useable wall area below the sign band. Wall signs may not project more than four inches from a building, and may not extend above the roofline or parapet wall of the building.
 - c) Projecting signs must be placed at minimum 10 feet above the ground, and must not project more than four feet from

the building face. They may not extend above the top of the storefront cornice or parapet unless approved by the chief planning official in conjunction with a sign plan for the building as a whole that is determined to be complimentary to the building's design.

- d) No sign displays may be painted directly onto the wall of a building.
2. Awning and canopy signs are permitted on commercial buildings, as follows:
 - a) Sign copy (letters and graphics) on awnings is limited to the front valence of the awning, and must consist of no more than one line of lettering. Individual lettering or characters or logotypes comprising this line may not exceed twelve (12) inches in height.
 - b) Awnings must generally be centered over the entrance or storefront, and located a minimum 10 feet above the ground. Awnings and canopies should not obscure transom or clerestory windows.
3. Window signs are permitted at Neighborhood Services Overlay Areas only, provided that the combination of all window signs, including both primary and temporary window signs may not cover more than twenty-five percent (25%) of the total window area.
4. Identification signs for residential uses (i.e. those identifying multiple dwellings or roominghouses) are permitted on residential buildings provided:
 - a) The sign indicates only the name and address of the premises.
 - b) The sign does not exceed six square feet in area and four feet in any dimension.
5. Roof-top mounted signs are not permitted.
6. Free standing signs and pole signs are not permitted.
7. Temporary banner signs shall not exceed a maximum area of thirty (30) square feet, and shall be limited to the width of the storefront for the business displaying the banner sign. No more than one banner sign is permitted per street frontage per business, unless otherwise approved by the chief planning official.

7.2 Sign Area.

- A. For primary building frontage, the sum total area for any combination of permitted sign types is one (1) square foot per one (1) linear foot of ground-floor building street frontage, not to exceed eighty (80) square feet of total sign area for any single business or occupancy. This total includes both ground-floor and upper story uses.
- B. For secondary building frontage, the allowable sign area is one (1) square foot per one (1) linear foot of tenant street frontage, not to exceed forty (40) square feet of total sign area. Any signs facing abutting residentially zoned property shall have no internal illumination and any spotlights or other sources of illumination shall be shielded to prevent glare.

7.3 Sign Content.

- A. Signs displayed pursuant to this section shall refer only to businesses or occupants located on the premises where the signage is located and only to products and/or services available on the premises.
- B. Each business or building occupant with exterior sign display shall include within its sign content the name of the business or occupant in letters of the roman alphabet that are at least six inches in height, and that are legible to the public and to emergency service responders.
- C. All signs pertaining to the sale of alcoholic beverages or to the sale of tobacco products shall comply with *San Fernando City Code*, Chapter 106, Article V, Division 5, Sections 106-940, and 106-941.

PARKING

8.1 Vehicular Parking Requirements.

The minimum number of parking spaces required to be supplied for each category of use shall be provided as indicated in this section. For some uses a maximum number of parking spaces is also indicated, in order to promote the efficient use of land and to provide a better pedestrian environment in the district. Parking requirements for building renovation, enlargement or use change apply only to net new floor area and/or the incremental increase in parking required for a new use with a higher parking requirement for a given floor area.

Requirements may be satisfied either on-site, on-street along adjacent public street frontages, by constructing

or purchasing spaces in off-site parking structures, and/or by payment of an in-lieu parking fee to fund shared public parking. Curbside parking directly in front of a parcel, including partial spaces where at least seventy-five percent (75%) of their length lies directly in front of a parcel, may count towards minimum parking requirements for that site.

The Planning Commission may grant a reduction in off-street parking requirements for shared parking upon granting of a Conditional Use Permit (CUP). A CUP will be granted provided the applicant demonstrates that the uses have differing peak hours of parking demand, or that the total parking demand at any one time would be adequately served by the total number of parking spaces provided.

- A. Accessory units, buildings and structures such as a garage, workroom, storage shed, recreation room or cabana located on the same lot as the principal residential use: No parking spaces required.
- B. General offices at Neighborhood Services Overlay Areas: Minimum - 1 space per 300 square feet (3.3 / 1,000 sf) of floor area.
- C. Health and exercise clubs: Minimum - 1 space per 300 square feet (3.3/1,000 sf) of floor area.
- D. Lodging: Minimum - 1.125 spaces per unit (one space for each living or sleeping unit, plus one space for each 10 such units).
- E. Medical and dental offices: Minimum - 1 space per 200 square feet (5/1,000 sf) of floor area.
- F. Mixed Use Development: When there are two or more different uses located on the same lot or within the same building, the minimum number of parking spaces required shall equal the sum of requirements, including fractional amounts, for each use, unless shared parking is possible.
- G. Public assembly uses (including; public clubs, meeting facilities and community recreational centers): Minimum - 1 space for each 5 fixed seats or 1 space per 50 square feet of floor area used for assembly purposes.
- H. Public and institutional uses including nursery schools, day care facilities, and public health facilities: Minimum to be determined by the chief planning official, according to type and intensity of use.
- I. Residential, live-work and home occupations: Minimum - 1 space per one-bedroom unit, and 2 spaces per two-bedroom unit or larger. Developments should provide one additional guest space per five dwelling units (or two-tenths space of guest parking per unit). Required parking for

dwelling units must be provided on-site. Guest parking may be provided off site through payment of an in-lieu fee.

- 1. Requirements for residential parking may be satisfied by payment of an in-lieu parking fee only if a Conditional Use Permit (CUP) is granted for that purpose.
- J. Residential and community care facilities: Minimum to be determined for each conditional use permit based primarily upon the facility's licensed capacity, type of care and number of employees
- K. Retail and eating establishment uses at Neighborhood Services Overlay Areas: Minimum - 1 space per 600 square feet (1.6/1,000 sf) of floor area; Maximum - 1 space per 300 square feet (3.3/1,000 sf) of floor area.
- L. Senior citizen housing: Minimum - 1 space for each rooming unit, plus 2 spaces for each resident employee.

8.2 Bicycle Parking Requirements.

- A. For all uses, there shall be one (1) off-street bicycle parking space per ten (10) automobile parking spaces.
- B. Off-street bicycle rack facilities for separate uses may be provided collectively if the total number of spaces provided collectively is not less than the sum of the separate requirements for each such use and provided that all regulations governing location of accessory parking spaces in relation to the use served are adhered to.

8.3 Off-Street Parking Lots.

- A. Location: Surface parking lots may front onto Maclay Avenue for no more than thirty percent (30%) of the width of the parcel. Parking lots and structures may not be located on street corners, and should be located at the rear or at the side of buildings where possible.
- B. Design: The layout and design of parking lots and areas, including access to required parking spaces, turning radii, angle of parking and aisle width shall be as set forth in parking lot design standards adopted in accordance with *San Fernando City Code*, Chapter 106, Article V, Division 3, Subdivision III, Section 106-868.
 - 1. The perimeter of parking areas and driveways must be landscaped as described in 6.3 *Landscaping & Screening*, above.

2. Surface parking areas must be planted with shade trees at a ratio of at least one (1) tree for every four (4) spaces. They must also meet the landscaping requirements in accordance with *San Fernando City Code* Chapter 106, Article V, Division 3, Subdivision II, Section 106-833, and the lighting requirements in accordance with *Code* Section 106-834.

9 STREET DESIGN STANDARDS

9.1 Improvements to Maclay Avenue.

Improvements to the Maclay Avenue public right-of-way shall be made between Eighth Street and Fourth Street as follows:

- A. Travel Lanes – Between Fourth Street and Glenoaks Boulevard, one travel lane will be provided in each direction, with a nested center turn lane to provide convenient left turn access. North of Glenoaks Boulevard, two lanes of through traffic shall be provided in each direction.
- B. Street Parking – Parallel parking shall be provided on both sides of the street.
- C. Walks - A minimum ten (10) foot wide level concrete sidewalk shall be provided (existing widths of sidewalks will be maintained).
- D. Street Trees – A single row of street trees should be planted at a spacing of approximately sixty (60) feet on center at the edge of the public sidewalk. Another row of trees shall be staggered between these trees, and planted at a spacing of approximately sixty (60) feet on center within curbed islands in the parking lane, having a distance equivalent to two parallel parking spaces and four angled parking space between street trees.
- E. Street Lights – New pedestrian scale street lights shall be installed to be consistent with tree planting, at a maximum of 60' intervals along the public right-of-way. (Please refer to the *Design Guidelines for Site Improvements, Furnishings, Landscape and Lighting* for lighting design.)

10. NOISE

10.1 Maximum Noise Levels.

Sounds generated from all sources within the district shall be subject to the limitations specified in the *San Fernando City Code*, Chapter 34, Article II – Noise (Sec. 34-26 et. seq.)

II. MUNICIPAL CODE STANDARDS

11.1 Applicable Regulations

The development and occupancy of property in the Maclay District shall be subject to the provisions and procedures of the *San Fernando City Code*, except that the permitted and conditional uses and the development standards for the Maclay District as specified herein above shall supersede any conflicting regulation of the municipal code.

The Maclay District -

Design Guidelines:

I. PURPOSE

The “grand residential boulevard” is a part of American history. In the past, cities put their grandest residences on display along their primary thoroughfares. Large homes presided over tree-lined streets, and often defined the character of one’s entry into the city.

In San Fernando as in other communities, commercial development has laid claim to the primary roadway corridors. New residential buildings on the Maclay District will re-establish these roadway corridors as part of the fabric of the community, and bringing back the traditions of the “grand residential boulevard”. The Maclay District will serve as the “face” of the city’s neighborhoods. The housing built along its length will provide homes for new and returning residents, and will connect the corridor back to the homes and neighborhoods that lie behind it.

Housing along such a corridor must be designed to be compatible with its more public setting. Along such a highly visible corridor, buildings should be generously proportioned and impressive in scale, as larger versions of the city’s single-family homes. Architecture should be designed to contribute to the impression of Maclay Avenue as a residential boulevard, with grand buildings that are graciously set back from the roadway. They should maintain a certain level of solidity on the ground floor, to maintain privacy along the public thoroughfare, and become more permeable – with more windows, more openings – on upper stories. Plantings and landscaped setbacks can increase the prominence and grandeur of the project, while giving residences more privacy from the public realm of the street. Residential entrances above street level can create a sense of privacy and distance from the street. Individual units should be organized in groups, as a part of a larger whole, to create buildings that are of a scale and character appropriate to a wide, frequently traveled road.

2. BUILDING MASS AND INCREMENT

2.1 Building Siting and Orientation:

Buildings should be sited to define the street edge of the Maclay corridor, by establishing a strong building wall



A “grand residential boulevard”.



Housing along a wide corridor should be setback from the roadway.



Residential entrances should be raised above street level.



Front porches and building volumes should be used to create variation along the setback line.



Groupings of façade elements can be used to create modules along the building facade.



Horizontal building volumes or vertical towers can be used to break up the horizontal mass of the building.

along the street frontage.

1. Buildings should orient towards Maclay Avenue. Buildings should *not* orient to parking lots at the sides or rears of buildings.
2. Building facades along the primary street frontage should contain elevations activated by doors and windows that look onto the street. Frontages should be of a substantial scale and character, reading as “grand mansions” or simply as larger versions of the City’s single-family homes.
3. A minimum percentage of the building façade is required to be built to the setback line (see *Development Standards for the Maclay District*), in order to create a consistent “street wall” along Maclay Avenue. However, variation along this setback line is recommended through use of protrusions such as front porches, and building volumes (see “Horizontal Mass”, below).

2.2 Horizontal Mass:

Buildings in the Maclay District should be horizontal in massing, and where possible should have a greater length than height. The overall mass of buildings should be subdivided to modules that express the individuality of each unit, or group of units. Each module should use building volumes or architectural features such as wall breaks, projections, distinct color schemes and individual roof treatments to distinguish them from the larger mass of the building. Modules should occur at a maximum of every fifty (50) feet across the façade. Some methods of breaking up horizontal mass are noted below.

1. Openings and Façade Elements:
 - a. Use grouping of façade elements, such as windows and balconies, to create modules along the building facade. Façade elements should be of a consistent size and style so they are readable from module to module.
 - b. Use building projections, overhangs or other articulation at entranceways of each module to clearly mark the entrance to each unit or module of units.
2. Building Volume and Massing:
 - a. Design building facades to give individual identity to each vertical module, for example use building projections to denote each segment as a grouping of units.
 - b. Project a part of the building volume from the façade, such as a horizontal mass that punches out horizontally, or a vertical tower that holds several stacked rooms.

3. Building Wall:
 - a. Use detailing or a change in material to punctuate building modules - for example use brick framing to call out a building bay. Changes in material should be accompanied by a change in plane.
 - b. Vary portions of the building wall along the front "build-to" line, using porches, bays or building volumes to create change along the front facade.
4. Individualized Roof Forms:
 - a. Use individual roof forms; for example, provide separate roofs over each module of units, or a single roof that expresses individual units through a series of smaller gables or dormers.
 - b. Utilize a change in roof type (i.e. shed to gable) or orientation at special places along the façade, with shifts in height and design along the street facade.

2.3 Vertical Mass

Multi-story buildings in the Maclay District should be articulated so as to reduce the impression of vertical mass and height, stepping back at sides and rear facades towards the existing neighborhoods.

1. All multi-story buildings should maintain a readable base treatment at the ground level, to separate it from upper stories. A building base may be created by any of the following treatments:
 - a. Design the ground floor of the building to read as a base for the rest of the structure; for example use arcades and loggias, or entry porticos and front porches, to wrap the building at its base.
 - b. Establish a visibly thicker portion of the wall along its base at the ground level, where the wall above the base sets back and openings within the base are more deeply recessed.
 - c. Use a material and/or color change to distinguish the base wall from the building wall above. The base material should generally be heavier (e.g. of darker color and/or a stronger material), with a lighter quality at stories above (e.g. predominantly masonry at the ground, larger windows and more glass above).
2. All multi-story buildings should step back at sides and rear facades towards the existing neighborhoods. Methods of vertical subdivision include the following:
 - a. Use design elements to accentuate the horizontal layers of a building and differentiate the ground level from upper stories of the building; for ex-



Individual roof forms can be used to denote individual units.



A front porch can create a base for the building.



Multi-story buildings should step down, as shown here, to establish a better relationship to smaller adjacent development.



At major intersections, corner treatments may include the creation of a landmark roof form,



... or a corner tower with a special roof.



Entrances can be denoted by a pediment or overhang.

ample use smaller roofs over porches or other architectural elements at the building base.

- b. Use step-backs or partial indentations at upper stories. Elements such as balconies, outdoor decks, and trellises are recommended to soften the transition from upper to lower stories.
- c. Use a change in material or treatment combined with a change in depth or plane.
- d. Use applications of decorative moldings or cornices to accentuate the horizontal layers of a building.

2.4 Corner Buildings:

Buildings located at intersections should be designed to emphasize the corner on which they are sited, by acknowledging both street facades with façade articulation and detail.

1. At major intersections, such as the intersection of Maclay Avenue with Eight Street, corner treatments may include:
 - a. Creation of a landmark roof form, such as a dome, conical or pyramidal roof.
 - b. Creation of a corner tower with a special roof.
2. At minor intersections, such as the intersection of Maclay Avenue with Glenoaks Boulevard, a modest articulation of the building mass is recommended to join the two street facades. Treatments may include:
 - a. A storefront, building protrusion, bay, porch element or arcade that “wraps” the corner.
 - b. A corner entrance that protrudes or is cut-away from the corner.
 - c. A change in roofline; for example a gabled end to emphasize the corner.

2.5 Main Entrance:

The main entrance of a building should be located along the primary street façade of the building, fronting Maclay Avenue. Entrances should be designed to be consistent with the overall architectural style of the building.

1. Building entrances should front onto the street, and be prominent and easy to identify, using one or more of the following treatments:
 - a. Marked by a taller mass above, such as a modest tower, or within a volume that protrudes from the rest of building surface;
 - b. Indicated by a projection from the building

façade, and covered by means of a porch or portico that projects from the building face;

- c. Indicated by a recessed entry-recommended treatments include special paving materials such as ceramic tile; ornamental ceiling treatments such as coffering; decorative light fixtures; and attractive decorative door pulls, escutcheons, hinges, and other hardware;
 - d. Denoted by a single arch or series of arches to indicate entry-arcaded entry porches or passageways are also recommended.
 - e. Framed by special architectural elements, such as columns, archways, and overhanging roofs;
 - f. Emphasized by a small roof overhang over the entrance, change in roofline or a major break in the surface of the subject wall.
2. At residential buildings, multiple entrances are recommended on the front façade. Where possible, entrances should be included within each module of units described in “Horizontal Mass”, above. The following elements are recommended for residential entrances:
- a. Raised stoops, open porches, and/or entrance vestibules to increase the privacy threshold between street and residence. At attached residences, these should correspond to the vertical modules of units.
 - b. Low hedges, fences and/or entry gates to separate private front yards from the public sidewalk. Chain link fences should not be used. (See *San Fernando City Code* Section 106-970: Fences and Walls.)
 - c. Ornamental lighting of porches, along walks and driveways to highlight entrances and enhance security.
 - d. A rise in grade (of two to three feet) from the public roadway to the residence, to protect the privacy of residential units.
 - e. Special landscape materials to define front yard spaces and/or accent the entry sequence.

2.6 Accessory Buildings and Additions:

Accessory structures include any structures subordinate to the primary building, such as garages, storage facilities and other ancillary buildings. Their design should be consistent with the prevailing architectural style of the primary structure, and should incorporate the following design components:



Entrances should include raised stoops, front porches and landscaping.



Landscape materials can be used to accent the entry sequence.



Accessory structures should include articulation in the same style as the main structure.



Garages should be loaded from rear alleys



Rear alleys should be well-lit and planted with trees.



Carriage style garage doors should be used where compatible with architectural style.

1. The existing exterior finish and treatment of main structure on the site should be carried onto any addition or out-building.
2. Buildings should include articulation in the form of windows and doors, in the same style as the main structure.
3. Out-buildings should follow the roof style of the main building. Additions should continue existing rooflines where possible.

2.7 Loading and Service Entrances

Loading and services entrances should not intrude upon the public view, or interfere with street front activities.

1. Service entrances should not face Maclay Avenue. All service entrances and associated loading docks and storage areas should be located to the side or rear of the building.
2. Portions of the building facade containing service or truck doors should be integrated into the architectural composition of the larger building facade design. Architectural treatments, materials, and colors should be extended from building facade areas into the facade portion containing truck doors.
3. Roll-up security doors should be detailed to conceal door housings and tracks, and provide an attractive and finished appearance for all exposed components.

2.8 Residential Garages and Vehicular Entrances:

Where possible, garage entrances should be located to the rear or side of the property to minimize visual impact to the street.

1. Garages should be loaded from rear alleys where possible. Alleys are required to be well-lit and should be planted with trees at a spacing of no more than seventy-five (75) feet between trees.
2. Where garage doors are located at front facades, the garage door should be recessed at least two feet into the wall of the unit in which it is located, and the garage shall not constitute more than forty percent (40%) of the front façade of that unit. No more than two garages may be lined up consecutively on a front façade.
3. The design of the garage door should relate to the particular architectural style selected. Garage doors should appear to be set into the walls rather than flush with the exterior wall, and carriage style garage doors are recommended where compatible with ar-

chitectural style.

4. Single-car garage doors are strongly recommended to avoid a car-dominated appearance on the facade. Where double car widths are used, doors may not exceed a width of twenty (20) feet maximum, and elements such as trellises should be used to subdivide the width of the door.

2.9 Parking Podiums

Podiums should be considered part of the building base, with wall textures, colors, and dimensional modules that are coordinated with the residential architecture.

1. Podium entrances should not be loaded off primary streets. When the only way to access podiums is along primary street frontage, garage entrances must be recessed behind the front wall of the building to minimize visual impact to the street, and should not exceed twenty (20) feet in width.
2. Vehicle entrances should be treated with architectural articulation and landscape materials so as to identify a frequently used common entrance for residents and guests. Treatments should include architectural frames or pergolas consistent with the architectural style of the building, decorative doorframe ornament, ornamental lighting, etc.
3. Exposed podiums should not have blank concrete walls. Podium wall textures, colors, and dimensional modules should be coordinated with those of the residential architecture above the podium. Detailing and design, such as decorative scoring, concrete blocks with special surface textures (split-face block, combinations with precision face, etc.), integral color and/or inset tiles are recommended to provide additional surface articulation.

3. ARCHITECTURAL STYLE

The discussion that follows provides a “stylistic” framework for the design of new structures. The Design Guidelines below do not prescribe specific styles for new buildings. Rather, the guidelines are set up to allow for a range of architectural styles and types, so as to encourage creativity in design. The Guidelines set up a framework for quality design by establishing a framework for a good urban design relationships between buildings and an assured level of quality in construction.

Residential influences in San Fernando are eclectic, ranging from Spanish-inspired styles to east coast influences. New residential buildings should build upon these roots, and draw from the broad menu of residential



Vehicle entrances should be treated with architectural articulation.



Exposed podiums should include detailing and design such as concrete blocks with special surface textures.



The San Fernando Rey Mission displays stucco siding and square pillars.



A Spanish Colonial facade with arched windows and ironwork.



A Mediterranean styled home in San Fernando.



An example of the California bungalow.

styles the city has to offer. These include Mission, Mediterranean, Spanish Colonial Revival, and Monterey Mediterranean styles; as well as Southern California variations on the Craftsman, bungalow and various Victorian styles. Below are some of the primary features found in each architectural style:

Elements of Mission architecture:

- Plain, smooth stucco siding
- Large square pillars and twisted columns
- Timberwork, wood framing and balustrades
- Bell or corner towers
- Sloping, low-pitched or hipped roofs or flat roofs with parapets.
- Red roof tiles, wood shingles or clay tiles.

Elements of Spanish Colonial Revival architecture:

- Stucco, brick, wood, or combinations of these materials.
- Little or no overhanging eaves
- Deeply inset windows within thick stucco walls
- Arches, especially above doors, porch entries and main windows
- Decorative ironwork, particularly at balconies, porches and on roof forms.
- Courtyards, porches, pergolas and other shaded or sheltered outdoor areas
- Red tile roofs

Elements of Mediterranean architecture:

- Asymmetrical shape with cross-gables and side wings
- Carved doors
- Ornate detailing including molded decoration, carved wood and stonework, or cast ornament
- Spiral columns and pilasters
- Carved stonework or cast ornaments
- Patterned tile floors and wall surfaces
- Flat roof and parapets, or a hipped roof

Elements of the Monterey style:

- Paneled doors with sidelights
- Double-hung windows with mullions
- Ornate wood spindlework
- Projecting continuous balconies or porches on upper-stories
- Wooden verandas
- Low pitched, hipped or gabled roofs, often covered with shingles

Elements of the Craftsman style:

- Full- or partial-width porches
- Pedestal-like, tapered columns
- Overhanging eaves and exposed roof rafters
- Low-pitched gabled roof
- River rock exterior elements
- Horizontal wooden clapboard siding
- Smooth stucco or concrete building exterior

Elements of the California Bungalow house:

- An offset entryway
- A projecting bay on the façade
- Large front porch with square columns
- One or one and a half stories
- Low-pitched roof
- River rock exterior elements
- Horizontal wooden clapboard siding
- Smooth stucco or concrete building exterior

Elements of the Victorian (Queen Anne and Eastlake) styles:

- Asymmetrical facades
- Elaborate spindlework ornamentation
- Corner or curved towers
- Extensive, wrap around porches on the first floor
- Surfaces with a variety of patterning, i.e. clapboard or patterned shingles
- Protruding bay windows
- Steeply pitched roofs

Elements of the Art Deco style

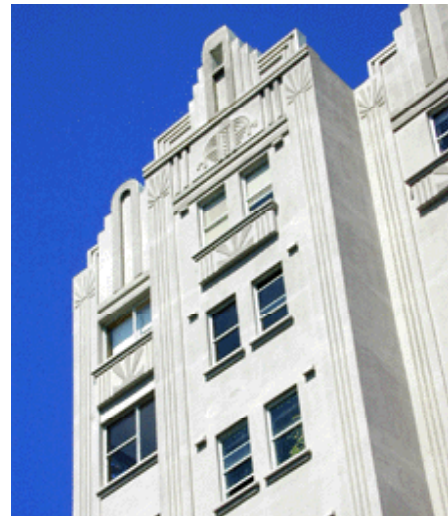
- Angular form, often with stepped back façade
- Symmetrical or asymmetrical massing
- Strong vertical accents
- Use of glass or tile on wall surfaces
- Bands of design and carving
- Ornament in cubic forms and zigzag designs, often in colorful terra cotta

Elements of the Streamline Moderne style

- Horizontal building orientation
- Technological and nautical themes / references
- Smooth, rounded building corners
- White or light in color
- Long bands of windows
- Rounded edges, corner windows, and glass block walls



A Victorian home in San Fernando.



An example of an Art Deco multi-family building.



A residential example of Streamline Moderne.



Stucco may be used as a primary building material.



Wood timber detailing may be used as an accent material.



Concrete block may be used as a base material.

4. FACADE COMPOSITION

4.1 Building Materials:

A variety of detail is recommended for buildings in the Maclay District, to contribute to a neighborhood character, where each building has its own, highly personalized detail and design elements. Where appropriate, combinations of surfaces and textures may be used to achieve this variety.

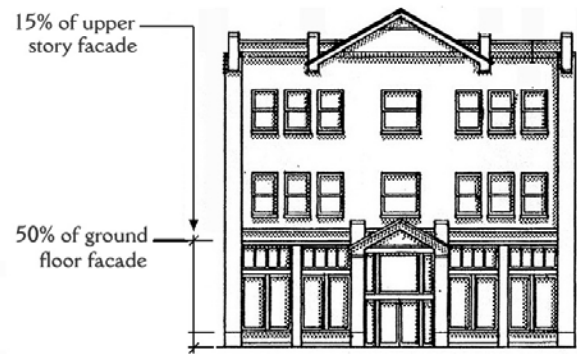
1. *Primary materials* are those that clad the main building walls. Materials to be used as the primary cladding include:
 - a. **Stucco:** Stucco, cement plaster or stucco-like finishes are acceptable finishes. Attention should be paid to detail and trim elements for a high quality installation. Highly textured surface textures are not recommended. The pattern of joints should be architecturally coordinated with the overall facade composition, and sealant colors should be coordinated with surface and other building colors.
 - b. **Brick:** Full size brick veneer is preferable to thin brick tile. Brick veneers should be mortared to give the appearance of structural brick. Brick veneer applications should use wrap-around corner and bullnose pieces to minimize a veneer appearance. An anti-graffiti coating is required.
 - c. **Wood:** Horizontal sidings such as clapboard and tongue-in-groove, vertical siding such as board and batten, and other horizontal sidings such as smaller wood shingles and shakes may be suitable. The larger, more rustic styles of shingles and shakes should not be used. Trim elements should be used, and traditional Craftsman styling such as timber detailing and exposed bracing are recommended.
2. *Accent materials* may be used as to add interest and variety at a more intimate scale, for example at porches, or at window surrounds or other architectural framing. Accent materials include stucco, brick and wood, as listed above, and also include stone and stone veneers. Stone should be used only as a base or as a special decorative material for wall panels or sills in combination with stucco or EIFS materials.
3. *Base materials* are those used along the bottoms of building walls, and can be carried to vertical portions of buildings such as columns, pilasters, or piers, to impart a sense of permanence and solidity. Primary materials are often carried to the building base, but may also include:

- a. **Precast Concrete:** Textures, pigments, and special aggregates should be used to create rich surfaces. Precast concrete copings and trim are recommended for use with other materials such as poured-in-place concrete, concrete block, brick, stone, stucco and EIFS. The location of joints between castings and expansion joints should be incorporated into the facade composition. Grout and sealant colors should be coordinated with castings and other building colors. An anti-graffiti coating is required.
- b. **Poured-in-Place Concrete:** Concrete walls should generally be clad with stucco or other finish materials; poured concrete may be exposed as an architectural base or a site work material. Where exposed, the location of formwork tie-holes, expansion joints and control joints should be incorporated into the facade composition. Textured form liners, pigments, stains, and special aggregates should be used to create rich surfaces. An anti-graffiti coating is recommended.
- c. **Concrete Block:** Concrete blocks of various block sizes, surface textures, and colors should be used as an architectural base or a site work material; precision concrete block walls are not recommended. Decorative treatments should be used, such as alternating courses of differing heights, different surface textures (precision face and split face) and patterns of colored blocks; and cap and trim pieces should be used. Grout colors should be coordinated with block and other building colors. An anti-graffiti coating is recommended.

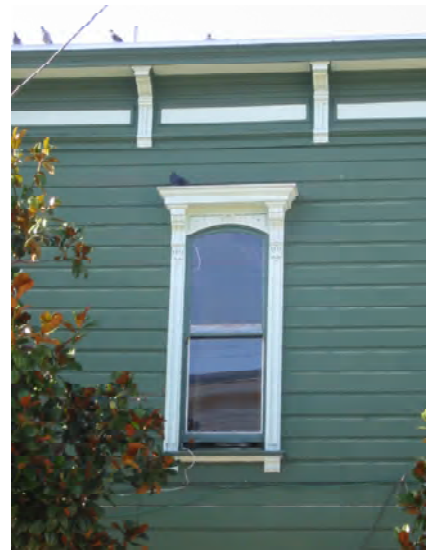
4.2 Windows:

Windows should be grouped so that they recognizably belong to a building module or volume, and create a recognizable composition within each unit with a clear hierarchy of major and minor windows, rather than being repeated uniformly across a wide facade with multiple components.

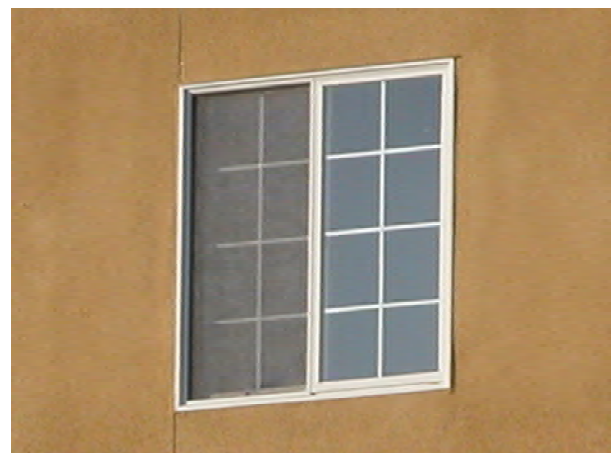
1. At residential ground levels, windows should be designed and oriented so as to preserve privacy for ground floor units, and should comprise *a minimum* of fifteen (15%) percent of the building wall area.
2. At retail clusters, ground floor and storefront windows should comprise a minimum of fifty percent (50%) of the ground floor facade surface area. To restrict visibility into private residences, windows at the ground level in the Maclay District should be restricted in proportion to the building wall. Windows should increase in number and size at upper stories.



At retail clusters, windows should comprise a minimum of 50% of the ground floor facade and 15% percent of upper story façade .



Windows should have a greater height than width.



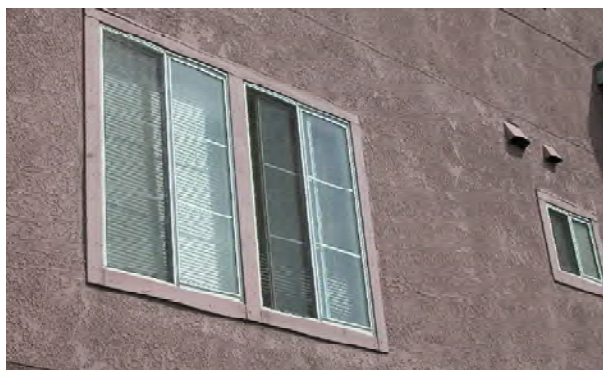
Windows should NOT be set flush with walls.



At shallow insets, projecting sills, molded surrounds, lintels and/or trim should be used to frame openings.



Sills and surrounds should be proportioned to relate to the window size.



Aluminum sliding windows should not be used.

3. At upper stories, windows should comprise a minimum of fifteen (15%) percent of each floor's façade wall surface area.
4. Buildings should include vertically proportioned façade openings; with windows that have a greater height than width (an appropriate vertical/horizontal ratio ranges from 1.5:1 to 2:1).
5. Where window openings are paneled, for example divided with multiple groups of vertical windows, true divided light windows or sectional windows are recommended. Snap-in muntins and those sandwiched within double-paned glass should not be used.
6. Window frames should not be set flush with walls. Glass should be inset a minimum of two (2) inches from the exterior wall and/or frame surface.
 - a. At deeply inset windows (greater than 4" from the exterior wall); the framing may be simple and relatively unarticulated. At shallower insets (2-4" from the exterior wall), projecting sills, molded surrounds, lintels and/or trim should be used to frame openings.
 - b. Sills and surrounds should be proportioned to relate to the window size. For windows less than 48" in width, surrounds should not exceed 6" in width. For windows greater than 48" in width, surrounds should not exceed 8" in width.
7. Special Windows – Individual elements such as bays or dormers should be used to add interest and a domestic character to the facade. Decorative treatments on windows or balconies, such as wood or metal grilles on windows or balconies, wood balcony columns and balustrades, and simple detailed trim are recommended.
8. Aluminum sliding windows should not be used.
9. Clear glass is recommended. Reflective glazing should not be used. Nonreflective films, coatings, low emissivity glass, and external and internal shade devices should be used for heat and glare control.
10. Deeply tinted glass or applied films should not be used. If tinted glazing is used, light tints and green, gray and blue hues are recommended.
11. Fritted glass, spandrel glass and other decorative treatments are recommended to add privacy and aesthetic variety to glass where desired.

4.3 Doors:

Doors should match or complement the materials, design and character of the primary building; for example ornate carved doors at Mediterranean homes, and simply styled doors with subdued ornamentation at Craftsman style residences.

1. High quality materials such as crafted wood, stainless steel, bronze, and other ornamental metals are recommended.
2. Doorways leading to upper story uses should be distinguishable from those leading to retail establishments.

4.4 Openings and Façade Elements:

Other design elements may be used in coordination with windows and doors, to create a consistent effect of openings across the façade wall. Openings and façade elements should be organized along the façade so that each grouping is recognizable as belonging to an individual unit or module of units.

1. Façade elements should create an ordered composition across the building façade, to create a recognizable grouping of elements that defines each individual unit or module within the larger building.
2. Buildings should not have large, blank or monotonous surfaces except when such façade wall areas are used in contrast to concentrated detail in other areas of the façade, as in Spanish architecture styles. Designs should include sufficient articulation, such as bay windows, entrance vestibules and dormers, to create appropriately scaled, interesting facades.
3. Alcoves, balconies, porches or other indoor-outdoor elements should be used to provide outdoor spaces for upper story tenants, and to articulate the unit on the façade. Balconies should be designed as individual elements; run-on or continuous balconies that extend across the length of a façade should not be used except where integral to a building's architectural style such as with Monterey Style.
4. Special architectural features should be used to create articulated, interesting facades that look custom-made for each individual building, rather than mass produced for a complex or development. These include features such as recessed windows with authentic muntins, architectural trim with substantial depth and detail, bay windows, window boxes, dormers, entry porches, etc.

5. ROOFS

5.1 Roof Types:

Buildings in the Maclay District should use a variety of roof forms on each building, to accentuate the fine grain of the neighborhood-scaled district and to denote individual units where possible. No single roof form may extend for more than one hundred (100) feet in



Balconies and porches should be used to provide outdoor spaces for upper story tenants.



Special architectural features such as bay windows and dormers should be used.



The vertical edge of the roof should be detailed in accordance with the building's architecture.



Roof brackets and supports should be used.

length, without incorporating a change in orientation, slope or roof type.

1. All continuous sloping roof forms (i.e., without flat horizontal portions) are recommended. These include pitched, gable, hip, and pyramidal roofs, which should be designed as follows:
 - a. Roof overhangs are recommended. Brackets and corbels (i.e., decorative supporting pieces designed to bear the weight of projected overhangs), or other expressed roof overhang supports are recommended to add richness to detailing. The spacing module of repeating supports should relate to the building's structural bay spacing.
 - b. The soffit (i.e., the underside surface of the roof overhang) should be incorporated into the overall architectural composition with beams, coffers, light fixtures and other design articulation.
 - c. The vertical edge of the roof should be detailed to demonstrate additional horizontal layers, step-backs, trim, and other detailing.
2. If used, flat roofs should always be edged with parapet walls; and softened with residential accessories such as shading elements, or trellises.

5.2 Roof Materials:

Selection of roof materials should be made with consideration for the neighborhood context. Roof materials and color should be selected with consideration for views from above. Recommended roof materials include:

1. Clay, Terra Cotta or Concrete Tile: Tile roofs are recommended wherever sloping roof forms are used. Projects should use authentic terra cotta 2-piece barrel tiles, and avoid simulated products. A double row of tiles should be used to terminate the roof at the edge of rooflines.
2. Asphalt, Slate or Cement/Slate-type Shingles: Projects using shingles should use the highest quality commercial grade materials, and be provided with adequate trim elements.
3. Tar and Gravel, Composition, or Elastomeric Roofs: These roof materials should be limited to flat roof locations, and should be screened from view from adjacent buildings and sites by parapet walls. They should be avoided where prominently viewable from adjacent multi-story buildings or nearby uphill areas.

5.3 Equipment and Screening:

1. Roof mounted equipment such as cooling and heating equipment, antennae and receiving dishes should be completely screened by architectural enclosures that are derived from or strongly related to the building's architectural expression, or enclosed within roof volumes.
2. In the design of screening enclosures, use dimensional increments of window spacing, mullion spacing, or structural bay spacing taken from the facade composition. Materials, architectural styles, colors and/or other elements should strongly relate the screening to the building's architecture.
3. The location, spacing, materials, and colors of downspouts, gutters, scuppers, and other roof drainage components should be incorporated into the architectural composition of the facade and roof. Downspouts should be concealed within walls or located to harmonize with window spacing and facade composition.

6. COLOR

A consistent color palette is recommended for the District, to ensure that new buildings are compatible with existing buildings. An example of the color range that falls in this palette is shown on the following page.

1. Variety across adjacent buildings is recommended to personalize each building, and to contribute to a vibrant neighborhood character. Lighter colors ranging from white to soft cream, yellow and deep beige, are recommended at primary building walls, as shown on the color palette that follows. Dark colors like deep brown or black should not be used as primary wall colors.
2. Accent colors can be used to highlight special architectural features such as building bases or wainscots, windows and window frames, railing, shutters, ornament, fences, and similar features. Secondary and accent colors may be stronger, and more saturated in hue than primary colors - accents of deeper reds and dark browns are recommended, as shown on the color palette that follows. At Spanish-influenced styles, accent colors should be a darker shade against a light-colored primary building wall. Fluorescent colors should not be used.
3. For tiled roofs, red and terra cotta colors are recommended. For shingle and other roof styles, grey or earth tones are recommended. Light colored roofs may also be used to reduce solar radiation; these should be screened from view by architectural enclosures such as parapet walls or other screening treatment.



Truman/San Fernando District

The Support Commercial, Workplace Commercial, Mixed Use Transition and Auto Commercial Sub-Districts

Development Standards

1. PURPOSE

The Truman/San Fernando District is established for the purpose of providing a cohesive district that support the commercial and industrial uses of the city while providing appropriate areas for new housing and limited retail. Within this district, the specific plan groups similar and related uses together in one of four sub-districts.

The *Support Commercial Sub-District* will serve as the designated area for the city's commercial sales and industrial activity. The *Workplace Commercial Sub-District* will create a workplace environment for offices, professional services, medical and dental facilities. The *Auto Commercial Sub-District* will continue to serve as a center for auto sales. The *Mixed-Use Transition Sub-District* will support development of a mix of use types, ranging from residential and office uses to limited areas of retail stores and services. A portion of this sub-district, along San Fernando Road between Huntington Street and San Fernando Mission Boulevards, is dedicated to lively streetfront activity, with buildings located directly at the back of sidewalk and active storefront facades that add activity and interest along the street. Buildings that do not contribute to such activity, such as freestanding stores, automobile-oriented uses and drive-up service windows, are not permitted.

Retail uses will be limited to those that meet the needs of nearby residents. A "Neighborhood Services Overlay Areas" will be located along Hubbard Avenue, where mixed-use development will provide convenience goods to nearby workers and transit users.

Most standards cover all development throughout the district. However, in some instances, most notably the listings of permitted and conditional uses, special standards have been designated necessary to reinforce the district's character. In these cases standards vary by sub-district. These variations are marked by an asterisk (*).

2. PERMITTED USES

2.1 Permitted Uses in the Support Commercial Sub-District.

- A. Food-related sales, including drive-up and drive-in restaurants; full-service sit-down restaurants are not permitted (see 2.2 *Conditional Uses*, below).
- B. Manufacturing and light industrial uses, including research and development, manufacturing, assembling, repairing, testing, warehousing, wholesaling, assembly and production facilities (other than those which may be obnoxious or offensive because of emission of odor, dust, smoke, gas, noise, vibration, radiation or extensive use or storage of hazardous materials, or other characteristics with a significant potential to be detrimental to the public health, safety or general welfare as determined by the chief planning official).
- C. Neighborhood Services Overlay Area: Small retail stores and service shops located in premises with storefront-type facades that serve the convenience needs of nearby workers, residents and transit users, including small grocery stores, pharmacies, video rental & sales, dry cleaners and laundromats are restricted to parcels within the Neighborhood Services Overlay Area along Hubbard Avenue. General office use, including administrative, professional, and government offices, and workplace studios (may occur on the upper floors within this Overlay Area).
- D. Parking structures and facilities.
- E. Service commercial uses, including electrical supply; plumbing, heating, air conditioning equipment supply and repair; photographic equipment and supply stores; film laboratories; home furnishings, hardware and appliance sales and repair; contractor supply and home improvement stores; tool sales and rentals.
- F. Schools for business and professional practice, performing and fine arts, and vocational training for trades.
- G. Studios for workplaces, including design professional and artist studios (all media), recording studios, television, movie and media arts production studios, photography studios, and post-production studios, but not including studios open to the public for physical training such as for dance, exercise and the martial arts.
- H. Retail sales and services over 7,500 square feet in floor area.
- I. Additional uses: Other similar and compatible uses deemed by the chief planning official to meet the purpose and intent of this sub-district.

Note: Any sale of alcoholic beverages in this district is subject to San Fernando City Code Chapter 106 (Zoning), Article II, Division 4, Subdivision II (Section 106-176 *et seq.*)

2.2 Conditional Uses in the Support Commercial Sub-District.

Conditional uses shall be reviewed in terms of the location, design, configuration and impact of the proposed use, per *San Fernando City Code*, Chapter 106 (Zoning), Article II, Division 4, Subdivision I, (Sec. 106-141 et seq.). The following conditional uses may be permitted:

- A. Automobile sales and related services, provided any related auto repair activity is conducted entirely within an enclosed building. (Note: Independent auto repair businesses or other auto repair activity not conducted as part of an auto sales business is not permitted.)
- B. Automobile rental agencies.
- C. Full-service sit-down restaurants over 5,000 square feet in size.
- D. Gasoline refueling service stations.
- E. Additional uses permitted with a conditional use permit: Other similar and compatible uses deemed by the Planning Commission to meet the purpose and intent of this sub-district and of the San Fernando Corridors Specific Plan.

2.3 Permitted Uses in the Workplace Commercial Sub-District.

- A. Administrative, professional, and government offices.
- B. Food-related sales including drive-up and drive-in restaurants; full-service sit-down restaurants are not permitted.
 - 1. Special Condition: Workplace Commercial Sub-District- Food-related sales and all restaurants are *not permitted* on properties in the Workplace Commercial Sub-District located north of Truman Street adjacent to the Downtown District.
- C. Medical and dental offices.
- D. Commercial recreation uses (non-public assembly) such as billiards and pool parlor, bowling alleys, and skating/skateboard venues.
- E. Neighborhood Services Overlay Area: Small retail stores and service shops located in premises with storefront-type facades that serve the convenience needs of nearby workers, residents and transit users, including small grocery stores, pharmacies, video rental & sales, dry cleaners and laundromats are restricted to parcels within the Neighborhood Services Overlay Area along Hubbard Avenue. General office use, including administrative, professional, and government offices, and workplace studios (may occur on the upper floors within this Overlay Area.

- F. Parking structures and facilities.
- G. Retail sales and service commercial uses with floor area over 7,500 square feet.
- H. Schools for business and professional practice, performing and fine arts, and vocational training for trades.
- I. Studios, including artist studios (all media), recording studios, television, movie and media arts production studios, photography studios, post-production studios, dance, exercise and martial arts studio.
- J. Additional uses: Other similar and compatible uses deemed by the chief planning official to meet the purpose and intent of this sub-district.

Note: Any sale of alcoholic beverages in this district is subject to San Fernando City Code Chapter 106 (Zoning), Article II, Division 4, Subdivision II (Section 106-176 et seq.).

2.4 Conditional Uses in the Workplace Commercial Sub District

Conditional uses shall be reviewed in terms of the location, design, configuration and impact of the proposed use, per *San Fernando City Code*, Chapter 106 (Zoning), Article II, Division 4, Subdivision I, (Sec. 106-141 et seq.). The following conditional uses may be permitted:

- A. Public assembly uses such as movie theaters, meeting/conference facilities and banquet halls
- B. Additional uses permitted with a conditional use permit: Other similar and compatible uses deemed by the Planning Commission to meet the purpose and intent of this sub-district and of the San Fernando Corridors Specific Plan.

2.5 Permitted Uses in the Mixed Use Transition Sub-District.

- A. Accessory units, buildings and structures such as a garage, workroom, storage shed, recreation room or cabana located on the same lot as a principal residential use.
- B. Administrative, professional, and governmental offices.
- C. Commercial recreation uses (non-public assembly) such as billiards and pool parlor, bowling alleys, and skating/skateboard venues.
- D. Banks and other financial institutions such as credit unions, loan companies, title companies etc.
- E. Health and exercise clubs.
- F. Live-work and home occupations, where an occupa-

tion, hobby or profession may be conducted within a dwelling, provided the following:

1. Residential use must be the predominant use of the unit, and commercial activity should be secondary. Permitted home occupation commercial activities shall be classified as a business and shall be subject to *San Fernando City Code* Chapter 106 (Zoning), Article VI, Division 9 (Section 106-1241 *et seq.*) regulating home occupations.
2. Activity is limited to office and studio workplace activities including the making of arts and crafts, and other activities compatible with residential use.
3. Use is open to client visitation only by appointment; walk-in trade is not permitted.
4. The maximum number of employees discounting the owner/occupant is limited to two.

G. Medical and dental offices.

H. Neighborhood retail and service shops shall be located in ground floor premises of a mixed use building. Storefront-type facades are permitted on parcels fronting San Fernando Road *only*. Permitted retail and service uses include those intended to meet the convenience needs of nearby residential, such as small grocery stores, pharmacies, video rental & sales, dry cleaners and laundromats, restaurants, cafes or other food-related sales.

I. Residential (multiple-family dwellings, including townhouses, condominiums, and apartments), except that no residential dwellings are permitted within 200 feet of a railroad right of way.

J. Studios, including design professional and artist studios (all media), recording studios, television, movie and media arts production studios, photography studios, post-production studios, dance, exercise and martial arts studio.

K. Additional Uses: other similar and compatible uses deemed by the chief planning official to meet the purpose and intent of this sub-district.

Note: Any sale of alcoholic beverages in this district is subject to San Fernando City Code Chapter 106 (Zoning), Article II, Division 4, Subdivision II (Section 106-176 *et seq.*).

2.6 Conditional Uses in the Mixed Use Transition Sub-District.

Conditional uses shall be reviewed in terms of the location, design, configuration and impact of the proposed use, per *San Fernando City Code*, Chapter 106 (Zoning), Article II, Division 4, Subdivision I, (Sec. 106-141 *et seq.*).

The following conditional uses may be permitted:

- A. Drive-up windows in conjunction with an above permitted use, provided that it will not interfere with pedestrian traffic or service along public streets. All drive-up window lanes shall be oriented toward and be accessed from Truman Road; vehicular access from San Fernando Road is not permitted.
- B. Full service sit-down restaurants, drive-up or drive-in places not included.
- C. Lodging such as bed-and-breakfasts, hotels, rooming and boardinghouses, or other accommodations for dwelling, sleeping or lodging, provided the following:
 1. Use is not located within 200 feet of a railroad right of way.
 2. Use type and hours of operation are compatible with any adjacent residential uses.
- D. Parking structures and facilities, provided that a minimum of 60% of the street frontage facing San Fernando Road is lined with storefront-type facades and occupied by pedestrian activity generating uses such as the neighborhood retail and service shops, offices and studios as permitted in the sub-district.
- E. Public Assembly uses such as movie theater, meeting/conference facilities and banquet halls.
- F. Additional uses permitted with a conditional use permit: other similar and compatible uses deemed by the Planning Commission to meet the purpose and intent of this sub-district and of the San Fernando Corridors Specific Plan.

2.7 Permitted Uses in the Auto Commercial Sub-District.

- A. Automobile manufacturer franchise dealerships, and associated sales and services
- B. Parking structures and facilities.
- C. Additional uses: Other similar and compatible uses deemed by the chief planning official to meet the new auto sales purpose and intent of this sub-district.

2.8 Conditional Uses in the Auto Commercial Sub-District

- A. Administrative, professional and government offices, and workplace studios.
- B. Retail sales and service commercial uses with a floor area over 7,500 square feet.
- C. Additional uses permitted with a conditional use permit: Other similar and compatible uses deemed by

the Planning Commission to meet the purpose and intent of this sub-district and of the San Fernando Corridors Specific Plan.

3. DEVELOPMENT INTENSITY

3.1 Floor-Area-Ratio.

For all non-residential development, the maximum Floor-Area-Ratio (FAR, defined as the floor area of the building divided by the total project site area) is 2.0. For all mixed-use development, the maximum FAR is 2.5, and shall include all residential and non-residential floor area. Parking facilities shall not be included in these calculations.

3.2 Residential Density.

For all residential development, the minimum density is 24 dwelling units per acre and maximum density is 45 units per acre.

4. HEIGHT

4.1 Height.

Height, as measured from sidewalk or finished grade to top of flat roof, cornice, parapet, or eave line of a peaked roof.

- A. Buildings must maintain a minimum height of 24 feet – this may be constructed as a single-story building with a parapet. Buildings may not exceed a maximum height of 3 floors or 40 feet, whichever is less.
 - 1. Special Condition: Mixed Use Transition Sub-District.
 - a. For properties fronting San Fernando Road between Huntington Street and Mission Boulevard, height may be increased to a maximum height of 4 floors or 50 feet if residential units are provided as part of a mixed-use building.
 - b. For properties fronting Celis Street between Huntington Street and Kalisher Street, buildings must step down in height to a maximum of 2 floors and 24 feet along the street frontage.
 - B. Accessory buildings, including non-dwelling units such as freestanding garages, service structures and tool sheds, may be a maximum of 12 feet.
 - C. Exceptions - subject to review and approval by the chief planning official:
 - 1. Buildings located above subsurface or podium parking may exceed the maximum height by four

(4) feet. Developments with a frontage of over 200 feet may exceed the height limit by an average of 4 feet to a maximum of 5 feet.

- 2. Special architectural features, such as uninhabited towers (clock, bell, observation) or entry volumes, may exceed the maximum height by no more than ten (10) feet if approved by the chief planning official.
- 3. Rooftop structures, such as elevator and mechanical equipment enclosures or roof deck trellises and gazebos, may exceed the height limit by ten (10) feet, provided they are set back a minimum of ten (10) feet from building walls and are screened on all sides by a parapet or sloping roof that is architecturally integrated within the building design.

5. SETBACKS*

5.1 Front Setbacks for the Support Commercial Sub-District, the Workplace Commercial Sub-District, and the Auto Commercial Sub-District.

- A. Where a building is sited on a parcel with frontage on both Truman Street and San Fernando Road, the building shall front San Fernando Road. For all buildings fronting San Fernando Road, the minimum setback is six (6') feet, and the maximum setback is fifteen (15') feet.
- B. For all buildings fronting Truman Street, the minimum setback is fifteen (15') feet; there is no maximum setback. Parking areas may not be located between building frontage and the front property line, and front setback areas must be landscaped as described in 6.3 *Landscape and Screening*, below.
 - 1. Special Condition: Workplace Commercial Sub-District - For properties in the Workplace Commercial Sub-District located north of Truman Street adjacent to the Downtown District, the minimum setback is six (6') feet, and the maximum setback is fifteen (15') feet.
- C. Front entrances, entrance porticos, canopies and special architectural features (meaning those that do not increase the interior floor area of the property, i.e., balconies or bay windows) may extend a maximum of five (5) feet beyond the front setback line.
- D. At corner parcels, setback requirements apply to both street frontages.

5.2 Front Setbacks for the Mixed Use Transition Sub-District.

- A. Where a building is sited on a parcel with frontage on both Truman Street and San Fernando Road, the building shall front San Fernando Road. For all buildings fronting San Fernando Road, buildings are required to be built to the front property line. However, a portion of the building frontage may be recessed to provide for courtyards, forecourts, entry plazas or similar features, provided the following:
 - 1. Courtyard recess is enclosed by buildings on three sides, with storefront entrances and windows fronting onto the courtyard.
 - 2. Courtyard recess extends no longer than 60' along the front property line.
 - 3. Courtyard recess extends no deeper than 25' from the front property line.
- B. For buildings fronting all other streets, the minimum setback is fifteen (15') feet.
- C. Architectural elements attached to the building façade, such as columns or piers, may extend into the public right-of-way up to a maximum of one (1) foot.
- D. Trellises, canopies and awnings may extend horizontally into the public right-of-way up to a maximum of six (6) feet, provided they allow for a minimum of eight (8) feet clear height above sidewalk grade.
- E. At corner parcels, setback / build-to requirements apply to both street frontages.

5.3 Side Setbacks for the Support Commercial Sub-District, the Workplace Commercial Sub-District, and the Auto Commercial Sub-District.

For all buildings, minimum side setback is five (5) feet, and maximum setback is fifteen (15) feet.

5.4 Side Setbacks for the Mixed Use Transition Sub-District.

- A. For all buildings fronting San Fernando Road, the minimum/maximum setback is zero (0). Buildings *are required to be built to the side property line*. However, side setbacks may be allowed to provide for driveways and pedestrian pathways to a maximum of 12 feet.
- B. For buildings fronting all other streets, minimum side setback is five (5) feet, and maximum setback is fifteen (15) feet.

5.5 Rear Setback.

For all buildings, minimum rear setback is ten (10)

feet. Where a rear alley is provided, the rear setback may include one-half of the alley / right-of-way width.

5.6 Setbacks for Parking Lots And Structures .

At-grade parking lots and freestanding parking structures shall be set back a minimum of six (6) feet from the front property line, five (5) feet from side property lines and building walls, and six (6) feet from rear property lines. The perimeter of parking lots shall be landscaped as described herein below in 6.3 *Landscaping & Screening*.

6. SITE DEVELOPMENT

6.1 Driveway Access.

- A. The maximum number of curb cuts associated with a single building is one (1) two-way curb cut or two (2) one-way curb cuts. Otherwise, the maximum number of curb cuts is one (1) two-way curb cut or two (2) one-way curb cuts per one hundred fifty (150) feet of street frontage.
- B. The maximum width of curb cuts is twelve (12) feet for one-way and twenty (20) feet for two-way driveways.
- C. Driveway setbacks must be a minimum of five (5) feet from adjoining properties, and a minimum of three (3) feet from adjacent buildings.
- D. Service access must be from alleys and rear parking areas wherever possible.

6.2 Open Space.

- A. Residential Developments: Outdoor space shall be provided as follows:
 - 1. A minimum of one hundred fifty (150) square feet of usable common open space. Open space provision shall not include required setback areas. Common open spaces for residential uses must be constructed on-site. (Please refer to the *Design Standards and Guidelines for Site Improvements, Furnishings, Landscape and Lighting* for design of open space.)
 - 2. A minimum of sixty (60) square feet of private open space per residential unit. Patios, porches, balconies, terraces, and decks may be used to provide private space within multi-family structures, at a minimum dimension of six (6) feet in any one direction. Private areas should be adequately separated to ensure the privacy of the units.
- B. For all developments, the developer shall record binding agreements ("CC&R's") addressing issues of

common interest regarding maintenance of common open space, tree planter areas, planting strips, and walks.

6.3 Landscaping & Screening.

- A. Front setback areas shall be landscaped, by the installation of trees and ground cover, over at least 50% of the front setback area, exclusive of driveways.
 - 1. Special Condition: Front setback areas in the Mixed Use Transition Sub-District in front of neighborhood services or other active uses may be hardscaped, using elements such as special paving, furniture and other outdoor amenities. Such setback areas may be used as entrance plazas, for outdoor seating and dining and for the temporary display of merchandise.
- B. A minimum five (5) foot wide planting area must be established at the perimeter of parking lots and driveways. Where parking lots are sited adjacent to or backing onto residential buildings, the parking lot should also be screened with an attractive screen fence or low wall, and planted with ground cover and trees adjacent to the screening fence or wall at a maximum spacing of twenty (20) feet on center.
- C. Utility, trash, recycling, food waste and service equipment, including satellite receiving dishes, must be located away from streets and enclosed within a portion of the building, or screened by landscaping, fencing or other architectural means. Trash facilities and recycling containers must always be within structural enclosures.
- D. Rooftop equipment must be screened from view and architecturally integrated in the building design.

6.4 Lighting

- A. All exterior area lighting shall be full cut-off fixtures (where no light is emitted above the horizontal plane) with the light source fully shielded or recessed to preclude light trespass or pollution up into night sky.
- B. All exterior area lighting adjacent to residential uses shall be sited and designed to prevent light spill into residential units.
- C. Freestanding luminaires shall be mounted no higher than eighteen (18) feet, measured from the finished grade. Building-mounted luminaires shall be attached to walls or soffits (the undersides of ceilings or overhangs), and the top of the fixture shall not exceed the height of the parapet or roof, whichever is greater. (Please refer to the *Design Guidelines for Site*

Improvements, Furnishings, Landscape and Lighting for lighting design.)

- D. All decorative uplighting, such as those illuminating building facades or landscaping, shall be operated on timers that turn off illumination after 12 midnight nightly.

6.5 Utility Easements.

- A. All public utility easements must be provided under or immediately adjacent to new public rights-of-way, or within other public easement areas acceptable to the chief public works official.
- B. All on-site utilities shall be placed underground unless specified otherwise by the chief public works official.

7. SIGNAGE REGULATIONS.

7.1 Permitted Sign Types.

- A. All permanent signs are subject to design review. As per *San Fernando City Code*, Chapter 106 (Zoning), Article V, Division 5, Section 106-927, a sign permit shall be required prior to the placing, erecting, moving, reconstructing, altering or displaying of any sign within the district.
 - 1. Building-Mounted Signs, including wall signs and projecting signs.
 - a) Individual lettering or characters or logotypes on signs may not exceed three (3) feet in height.
 - b) All building-mounted signs should be located above the storefront of the building, in the sign band or on other useable wall area below the sign band. Building-mounted signs may not extend above the roofline or parapet wall of the building.
 - c) Wall signs may not project more than four inches from a building, and may not extend above the roofline or parapet wall of the building.
 - d) Projecting signs must be placed at minimum 10 feet above the ground, and must not project more than four feet from the building face. They may not extend above the top of the storefront cornice or parapet, unless approved by the chief planning official in conjunction with a sign plan for the building as a whole that is determined to be complementary with

the building's design.

- e) No sign displays may be permitted directly onto the window of a building.
2. Awning and Canopy Signs are permitted.
 - a) Sign copy (letters and graphics) on awnings is limited to the front valence of the awning, and must consist of no more than one line of lettering. Individual lettering or characters or logotypes comprising this line may not exceed twelve (12) inches in height.
 - b) Awnings must generally be centered over the entrance or storefront, and located a minimum 10 feet above the ground. Awnings and canopies should not obscure transom or clerestory windows.
3. Window Signs are permitted.
 - a) The combination of all window signs, including both primary and temporary window signs may not cover more than twenty-five percent (25%) of the total window area.
4. Free Standing Signs and Pole Signs are not permitted. Exceptions include:
 - a) Directory signs or kiosks, to a maximum height of four feet, and a maximum area of 30 square feet. These may be considered for sidewalk locations; those for private arcades or building complexes should be on private property, located in publicly accessible courts, access ways or passages. Proposed locations are subject to design review for pedestrian and ADA clearance and conformance with street and sidewalk character.
 - b) Signs attached to architectural elements such as archways, trellises, and entry piers are permitted only for addresses, project identity signs, or directories.
 - c) Parking Entry and Incidental Traffic Control Signs.
5. Roof-top mounted signs are not permitted.
6. Signs that are developed as part of a themed sign program for an overall development may be considered under the provisions of a Planned Sign Program.
7. Temporary banner signs shall not exceed a maximum area of thirty (30) square feet, and shall be limited to the width of the storefront for the business displaying the banner sign. No more than one banner sign is permitted per street frontage per business, unless otherwise approved by the chief planning official.

7.2 Sign Area.

- A. For primary building frontage, the sum total area for any combination of permitted sign types is one (1) square foot per one (1) linear foot of ground-floor tenant street frontage, not to exceed 120 square feet of total sign area or 100 square feet in any single sign face display. This total includes both ground-floor and upper story uses.
- B. For secondary building frontage, the allowable sign area is one-half (0.5) square foot per one (1) linear foot of tenant street frontage, not to exceed fifty (50) square feet of total sign area. Any signs facing abutting residentially zoned property shall have no internal illumination, and any spotlights or other sources of indirect illumination shall be shielded to prevent glare.

7.3 Sign Content

- A. Signs displayed pursuant to this section shall refer only to businesses or occupants located on the premises where the signage is located and only to products and/or services available on the premises.
- B. Each business or building occupant with exterior sign display shall include within its sign content the name of the business or occupant in letters of the roman alphabet that are at least six inches in height, and that are legible to the public and to emergency service responders.
- C. All signs pertaining to the sale of alcoholic beverages or to the sale of tobacco products shall comply with *San Fernando City Code*, Chapter 106, Article V, Division 5, Sections 106-940 and 106-941.

8. PARKING.

8.1 Vehicular Parking Requirements.

The minimum number of parking spaces required to be supplied for each category of use shall be provided as indicated in this section. No maximum number of off-street parking spaces have been provided for uses in this district. Requirements for renovation, enlargements or use changes apply only to net new floor area and/or the incremental increase in parking demand that accompanies a higher intensity use.

Requirements may be satisfied either on-site, on-street along adjacent public street frontages, by constructing or purchasing spaces in off-site parking structures, and/or by payment of an in-lieu parking fee to fund shared pub-

lic parking. Curbside parking directly in front of a parcel, including partial spaces where at least seventy-five percent (75%) of their length lies directly in front of a parcel, may count towards minimum parking requirements for that site.

- A. Administrative, professional, and government offices: Minimum -1 space per 400 square feet (2.5/1,000 sf).
- B. Automobile sales, services and rentals: Minimum -1 space per 300 square feet (3.3/1,000 sf).
- C. Health and exercise studios: Minimum - 1 space per 200 square feet (2.5/1,000 sf).
- D. Lodging: Minimum -1.125 spaces per unit (One space for each living or sleeping unit, plus one space for each 10 such units).
- E. Manufacturing and light industrial Uses: Minimum -1 space per 300 square feet (3.3/1,000 sf).
- F. Medical and dental offices: Minimum -1 space per 200 square feet (5/1,000 sf).
- G. Places of public assembly (including entertainment uses such as billiards and pool parlor, bowling alleys, and movie theaters): Minimum -1 space for each 5 fixed seats or 1 space per 50 square feet used for assembly purposes, whichever is greater.
- H. Residential and live-work - Minimum -1 space per one-bedroom unit, 2 spaces per two-bedroom unit or larger; one additional guest space per five dwelling units (or .2 spaces of guest parking per unit). Guest parking may be provided off site through payment of an in-lieu fee.
 - 1. Special Condition: In-Lieu Fee – For residential units, payment of an in-lieu fee is limited to twenty five percent (25%) of the total spaces required. A minimum seventy-five percent (75%) of required parking must be provided on-site.
- I. Retail uses at Neighborhood Services Overlay Areas: Minimum -1 space per 600 square feet (1.6/1,000 sf).
- J. Retail Sales and Service Commercial Uses: Minimum -1 space per 200 square feet (5/1,000 sf).

8.2 Bicycle Parking Requirements.

- A. For all uses, there shall be one (1) off-street bicycle parking space per ten (10) automobile parking spaces.
- B. Off-street bicycle rack facilities for separate uses may be provided collectively if the total number of spaces provided collectively is not less than the sum of the separate requirements for each such use and provided that all regulations governing location of accessory parking spaces in relation to the use served are adhered to.

8.3 Off-Street Parking Lots.

- A. Location: Surface parking lots may front onto Truman Street or San Fernando Road for no more than fifty percent (50%) of the width of the parcel. Parking lots and structures may not be located on corner parcels or be adjacent to parks, courtyards, or plazas, and should be located at the rear or at the side of buildings where possible.
- B. Design: The layout and design of parking lots and areas, including access to required parking spaces, turning radii, angle of parking and aisle width shall be as set forth in parking lot design standards adopted in accordance with *San Fernando City Code*, Chapter 106 (Zoning), Article V, Division 3, Section 106-791 et seq..
 - 1. The perimeter of parking areas and driveways must landscaped as described herein above in *6.3 Landscaping & Screening*.
 - 2. Surface parking areas must be planted with shade trees at a ratio of at least one (1) tree for every four (4) spaces. They must also meet the landscape requirements in accordance with *San Fernando City Code*, Chapter 106 (Zoning), Article V, Division 3, Subdivision II, Section 106-833, and lighted in accordance with *Code* Section 106-834.

9. STREET DESIGN STANDARDS

9.1 Improvements To Truman Street - west of Mission Boulevard.

Improvements to Truman Street in the Support Commercial Sub-District shall be made west of Mission Boulevard, and must occur within the existing right-of-way. Improvements must incorporate the following:

- A. Travel Lanes – Two lanes of through traffic shall be provided in each direction.
- B. On-street parking – Parallel parking shall be provided where its inclusion does not adversely affect safety or street capacity .
- C. Walks - A minimum eight (8) foot wide level paved sidewalk shall be provided.
- D. Street Trees – A single row of trees shall be planted at a spacing of approximately thirty (30) feet on center at the edge of the public sidewalk. Another row of palms shall be staggered between these trees, and planted at a spacing of approximately sixty (60) feet on center within the parking lane.
- E. Street Lights – New double-head, pedestrian-scale lights shall be installed to be consistent with tree

planting, at approximately sixty (60) feet on center along the public right-of-way. Lights shall comply with 6.4 *Lighting*, above. (Please refer to the *Design Guidelines for Site Improvements, Furnishings, Landscape and Lighting* for lighting design.)

9.2 Improvements To San Fernando Road - between Huntington Street and Hubbard Streets.

Improvements to San Fernando Road in the Work-place Commercial Sub-District shall be made between Huntington Street and Hubbard Streets, and must occur within the existing right-of-way. Improvements must incorporate the following:

- A. Travel Lanes – One lane of through traffic shall be provided in each direction. A single shared turning lane shall be provided between the traffic lanes.
- B. On-street parking – Angled on-street parking shall be provided along one side of the street and parallel parking shall be provided on the other side of the street.
- C. Walks - A minimum twelve (12) foot wide level paved sidewalk shall be provided (existing widths of sidewalks will be maintained).
- D. Street Trees – Along the public sidewalk, a single row of large open-habit street trees should be placed at the back of curb, at a spacing of approximately sixty (60) feet on center. A second row of large open habit trees should be staggered between the sidewalk trees and planted within the parking aisles at a spacing of approximately sixty (60) feet on center, between every two parallel spaces, and between every four angled parking spaces.
- E. Street Lights – New double-head, pedestrian-scale lights shall be installed to be consistent with tree planting, at approximately sixty (60) feet on center along the public right-of-way. Lights shall comply with 6.4 *Lighting*, above. (Please refer to the *Design Guidelines for Site Improvements, Furnishings, Landscape and Lighting* for lighting design.)

9.3 Improvements To San Fernando Road - between Huntington Street and San Fernando Mission Boulevard.

Improvements to San Fernando Road in the Mixed-Use Transition Sub-District shall be made between Huntington Street and San Fernando Mission Boulevard, and must occur within the existing right-of-way. Improvements must incorporate the following:

- A. Travel Lanes – One lane of through traffic shall be provided in each direction.
- B. On-street parking – Angled on-street parking shall

be provided on both sides of the street.

- C. Walks - A minimum twelve (12) foot wide level paved sidewalk shall be provided (existing widths of sidewalks will be maintained).
- D. Street Trees – A single row of open habit deciduous trees shall be planted in a planting aisle within the parking lane at the edge of the public sidewalk, at a spacing of approximately thirty-two (32) feet on center (between approximately every two parking spaces). Palm trees shall be planted in these same planting aisles at the edge of the parking lane, at a spacing of approximately sixty four (64) feet on center (between approximately every four parking spaces).
- E. Street Lights – New double-head, pedestrian-scale lights shall be installed to be consistent with tree planting, at approximately sixty four (64) feet on center along the public right-of-way. Lights shall comply with 6.4 *Lighting*, above. (Please refer to the *Design Guidelines for Site Improvements, Furnishings, Landscape and Lighting* for lighting design.)

* Please refer to Chapter Eight: Capital Improvements, for more detailed recommendations and illustrations for street improvements.

10. NOISE

10.1 Maximum Noise Levels.

- A. Sounds generated from all sources within the district shall be subject to the limitations specified in the *San Fernando City Code*, Chapter 34, Article II (Noise), (Section 34-26, *et seq.*).

11. MUNICIPAL CODE STANDARDS

11.1 Applicable Regulations

The development and occupancy of property in the Truman/ San Fernando District shall be subject to the provisions and procedures of the *San Fernando City Code*, except that the permitted and conditional uses and the development standards for the Truman / San Fernando District as specified herein above shall supersede any conflicting regulation of the municipal code.

Truman/San Fernando District

The Support Commercial, Workplace Commercial, Mixed Use Transition and Auto Commercial Sub-Districts

Design Guidelines

1. PURPOSE

The purpose of the Truman / San Fernando District is to serve as the City's workplace district. It will be a place where the working elements of the City- the community's office and medical facilities, service areas, and industrial workplaces - coexist.

The workplace and mixed-use buildings that are envisioned for the Support Commercial, Workplace Commercial and Auto Commercial Sub-Districts of the Truman / San Fernando District should reflect their setting, along two of the most highly visible, oft-traveled corridors of the City. Their design should be simple and dignified, appropriate to both the uses the buildings serve as well as to the character of the City they represent. The Guidelines that follow will ensure that they reflect the working qualities of the District, as the area where the community will come to meet their needs. Buildings are recommended to be horizontal in both proportion and form, with a greater length than height. They are directed to have an appropriate level of articulation, with building volumes and architectural features serving to subdivide long building masses. Windows and other façade elements will give interest and expression to simple elevations.

The buildings envisioned for the Mixed-Use Transition Sub-District should be more urban in character, and should also reference the styles described in the Design Guidelines for the Downtown District, in addition to those described in this section.

2. BUILDING MASS AND INCREMENT

2.1 Orientation:

Buildings should be sited to define the street edge of the San Fernando corridor, by establishing a strong building wall along the street frontage.

1. Buildings should orient towards their primary street frontage and front the street. Where a parcel has frontage on both Truman Street and San Fernando Road, buildings should front San Fernando Road. Buildings should *not* orient to parking lots at the sides or rears of buildings.



The Truman / San Fernando District serves as the gateway to the City.



The Truman / San Fernando District is the City's workplace district.



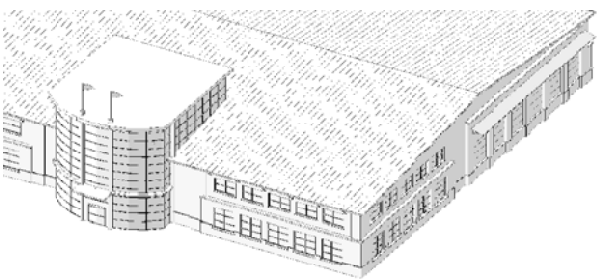
Buildings should front the corridor, with parking lots to the side or rear of the site.



Buildings along the primary street frontage should be articulated with doors and windows, not blank facades like this building.



Subdivision can be created by using vertical piers to interrupt the length of a facade.



Subdivision can be created by projecting a horizontal volume from the façade.

2. Building facades along the primary street frontage should contain the most articulated elevation of the building, with doors and windows that look onto the street. Frontages should be of a substantial scale and character, to appropriate define the “street wall” along the high traffic thoroughfares.

2.2 Horizontal Mass:

Buildings in the Truman / San Fernando District should be horizontal in proportion and form, and where possible should have a greater length than height. The horizontal length of the building should be interrupted by building volumes, projections or other architectural elements to articulate the larger building mass. These architectural subdivisions should occur at a maximum of every seventy-five (75) feet across the façade. Some methods of subdivision are noted below.

1. Vertical Architectural Features:
 - a. Use large-scaled vertical piers, pilasters or columns to interrupt the length of a facade. These features should be a minimum of one and a half (1.5) feet wide to be readable from the thoroughfares of Truman Street and San Fernando Road.
 - b. Use a slender tower form to accentuate a portion of the building.
2. Building Volumes and Massing:
 - a. Use a horizontal volume that projects from the façade to emphasize an important aspect of the building or use, for example the primary building entry or a major display space.
 - b. Use a vertical volume that projects above the primary building mass.
3. Building Wall:
 - a. Use detailing or a change in material to subdivide building bays - i.e. use brick framing to call out a building bay. Changes in material should always be accompanied by a change in plane.
 - b. Vary the setbacks of portions of the building wall along the front façade to create a varied front facade, i.e. repeated building bays that represent a series of workrooms along the façade.
4. Individualized Roof Forms:
 - a. Use variation in roof forms to subdivide the building profile, by utilizing different forms over towers, bays or other building volumes.
 - b. Utilize a change in roof type (i.e. shed to gable) or orientation at special places along the facade

2.3 Vertical Mass:

Buildings in the Truman /San Fernando District should be subdivided across the horizontal plane, to create a base treatment that assists in visually establishing a human scale for pedestrian users and passers-by. Base treatment should extend around all visible sides of a building. A building base may be created by any of the following treatments:

1. A visibly thicker and continuous base portion of the wall along the ground, where the wall above the base sets back, and openings within the base are seen to be more deeply recessed.
2. A material and/or color change of the base wall relative to the building wall above. The base material should generally be heavier (e.g. of darker color and/or a stronger material), with a lighter quality at stories above (e.g. predominantly masonry at the ground, larger windows and more glass above).
3. Pronounced architectural feature at the ground floor, such as an entrance volume, arcades, or a horizontal building projection.

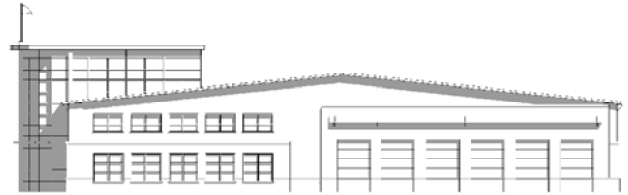
2.4 Corner Buildings:

Buildings located at intersections should be designed to “mark” the corner on which they are sited, by acknowledging both street facades with façade articulation and detail. At major intersections, such as the intersection of Truman Street and San Fernando Road with Hubbard Street, and Truman Street and San Fernando Road with Fox Street at the City’s eastern gateway, recommended corner treatments may include:

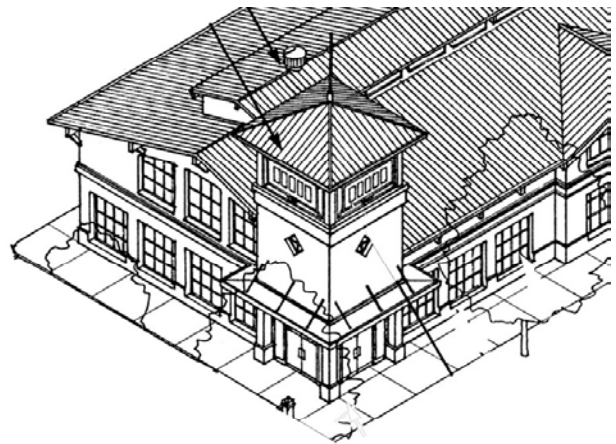
1. Creation of a landmark roof form, such as a dome, conical or pyramidal roof.
2. Creation of a corner tower with a special roof.

At minor intersections, including most corner parcels in the District, a modest articulation of the building mass is recommended to join the two street facades. Treatments may include:

1. A building protrusion, bay, porch element or arcade that “wraps” the corner.
2. A corner entrance that protrudes or is cut-away from the corner.
3. A change in roofline; i.e. a gabled end to “mark” the corner.



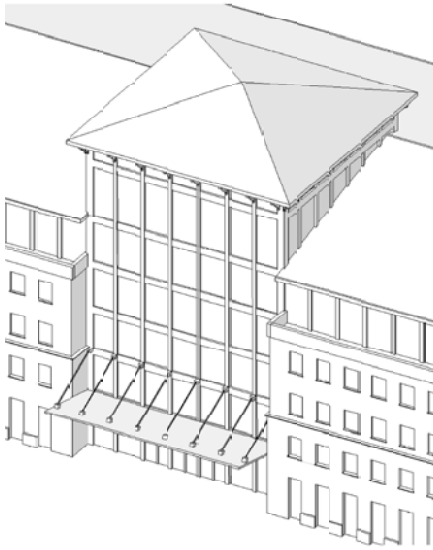
A building base may be created by a horizontal building projection at the ground level. .



Recommended corner treatments include the creation of a corner tower with a special roof.



The main entrance of a building should be located at the primary street façade of the building.



The main entrance of a building can be marked by a taller mass above, such as a tower.

2.5 Main Entrance:

The main entrance of a building should be located along the primary street façade of the building, fronting either Truman Street and San Fernando Road. Where a parcel has frontage on both Truman Street and San Fernando Road, entrances should be located on San Fernando Road. Entrances should be designed to be consistent with the overall architectural style of the building.

1. The main entrance of a building should be located at the primary street façade of the building, and should be architecturally treated in a manner consistent with the building style.
2. At all buildings, entrances should be clear and easily identifiable, using one or more of the following treatments:
 - a. Marked by a taller mass above, such as a modest tower, or within a volume that protrudes from the rest of building surface;
 - b. Indicated by a projection from the building façade, and covered by means of a portico (formal porch) projecting from or set into the building face;
 - c. Indicated by a recessed entry. Recommended treatments include special paving materials such as ceramic tile; ornamental ceiling treatments, such as coffering; decorative light fixtures; and attractive decorative door pulls, escutcheons, hinges, and other hardware.
 - d. Denoted by a single arch or series of arches to indicate entry. Arcaded entry porches or passageways are also recommended.
 - e. Framed by special architectural elements, such as columns, archways, and overhanging roofs;
 - f. Denoted by a small roof overhang over the entrance, change in roofline or a major break in the surface of the subject wall.
3. Where buildings include a mix of uses, entrances to residential, office or other upper story uses should be clearly distinguishable in form & location from retail entrances, through the following treatments.
 - a. Accented by architectural elements that are “residential” in character, such as small windows above the door, sidelights, and ornamental light fixtures, front stoops or plantings.
 - b. Indicated by a recessed entrance, i.e. a vestibule or lobby.
4. At residential buildings, multiple entrances are recommended on the front façade. Entrances should be coordinated with the architectural elements described in “Horizontal Mass”, above. The following elements are recommended for residential entrances:

- a. Raised stoops, open porches, and/or entrance vestibules to increase the privacy threshold between street and residence. At attached residences, these should correspond to the vertical modules of units.
- b. Low hedges, fences and/or entry gates to separate private front yards from the public sidewalk. Chain link fences should not be used.
- c. Ornamental lighting of porches, along walks and driveways to highlight entrances and enhance security.
- d. A rise in grade (of two to three feet) from the public roadway to the residence, to protect the privacy of residential units.
- e. Special landscape materials to define front yard spaces and/or accent the entry sequence.

2.6 Accessory Buildings and Additions:

Accessory structures include any structures subordinate to the primary building, such as garages, storage facilities and other ancillary buildings. Their design should be consistent with the prevailing architectural style of the primary structure, and should incorporate the following design components:

1. The existing siding should be carried onto the addition or out-building.
2. Accessory buildings should include articulation in the form of windows and doors, in the same style as the main structure.
3. Out-buildings should follow the roof style of the main building. Additions should continue existing rooflines where possible.

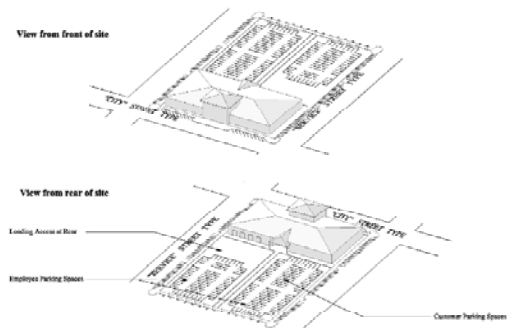
2.7 Loading and Service Entrances

The visual impact of loading and services entrances should be minimized. Facilities should be incorporated into the overall composition of the façade.

1. Service entrances and facilities, such as loading docks and storage areas, should be considered in the site layout. They should be sited to the side or rear of the building where possible.
2. Portions of the building facade containing service or truck doors should be integrated into the architectural composition of the larger building facade design. Architectural treatments, materials, and colors should be extended from building facade areas into the facade portion containing truck doors.
3. Roll-up security doors should be detailed to conceal door housings and tracks, and provide an attractive



Residential entrances should be marked by raised stoops, open porches, or entrance vestibules.



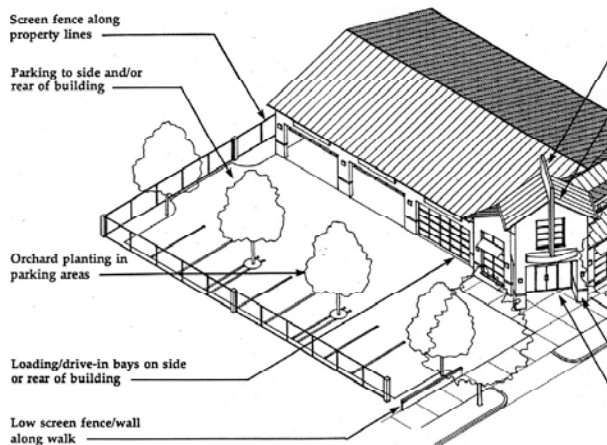
Development Prototypes

Loading Access Along Side or Rear Frontage

Loading entrances should be sited to the side or rear of the building.



Storage and trash areas should be sited to the rear of the building, and not be visible from the street.



Garage entrances should be sited to the side or rear of the building.,



Vehicle and pedestrian entrances to parking podiums should be treated with architectural articulation and landscape.

and finished appearance for all exposed components.

2.8 Vehicular Entrances:

Whenever possible, garage entrances should be located to the rear or side of the property to minimize visual impact to the street.

1. Garages should be loaded from rear alleys where possible. Alleys are required to be well-lit and should be planted with trees at a spacing of every seventy-five (75) feet at a minimum.
2. Where garage doors are located at front facades, the garage door should be recessed at least two feet into the wall of the unit in which it is located, and the garage shall not constitute more than forty percent (40%) of the front façade of that unit. No more than two garages may be lined up consecutively on a front façade.
3. Single-car garage doors are strongly recommended to avoid a car-dominated appearance on the facade. Where double car widths are used, doors may not exceed a width of twenty (20) feet maximum, and elements such as trellises should be used to subdivide the width of the door.

2.9 Parking Podiums

Podiums should be considered part of the building base, with wall textures, colors, and dimensional modules that are coordinated with the residential architecture.

1. No building may have more than one garage or podium entrance per streetfront. Podium entrances should be recessed behind the front wall of the building to minimize visual impact to the street, and should not exceed twenty (20) feet in width.
2. Vehicle entrances should be treated with architectural articulation and landscape materials, to "mark" a frequently used common entrance for residents and guests. Treatments should include architectural frames or pergolas consistent with the architectural style of the building, decorative doorframe ornament, ornamental lighting, etc.
3. Exposed podiums should not have blank concrete walls. Podium wall textures, colors, and dimensional modules should be coordinated with those of the residential architecture above the podium. Detailing and design, such as decorative scoring, concrete blocks with special surface textures (split-face block, combinations with precision face, etc.), integral color and/or inset tiles are recommended to provide additional surface articulation.

3. ARCHITECTURAL STYLE

The discussion that follows provides a “stylistic” framework for the design of new structures. The design guidelines below do not prescribe specific styles for new buildings. Rather, the guidelines are set up to allow for a range of architectural styles and types, so as to encourage creativity in design. The guidelines set up a framework for quality design by establishing a framework for a) good urban design relationships between buildings, and b) an assured level of quality in terms of construction.

No particular architectural style is recommended for the commercial and mixed-use corridor buildings in the Truman/San Fernando District. Buildings may reference existing styles along the Truman and San Fernando corridors, which range from the Spanish-influenced styles found throughout San Fernando to traditional workplace and industrial building types. In general, buildings should have a simple straight-forward character, with clean lines and detailing. Ornament should be used where appropriate, in a manner that is consistent with the overall building style. Each building should contribute to a unified, identifiable image for the district, through the use of similar and/ or complementary colors, materials and roof forms.

The following features are appropriate for use on buildings in the Truman/San Fernando District:

- A restrained use of materials (i.e. usually one primary material), ranging from solid materials such as stucco, brick masonry, manufactured or natural stone, and precast concrete; to more visually dramatic materials such as architectural metal, glass and steel.
- Restrained building decoration, such as molded decoration or cornice lines.
- Dark timberwork, or other use of accent materials
- Flat roofs topped by decorative or capped parapets, pediments or cornices.
- Very low-pitched sloped or shed roofs
- Wood shingles or clay roof tiles.

4. FACADE COMPOSITION

4.1 Building Base

All buildings should create a base treatment that assists in visually establishing a human scale for pedestrian users and passers-by. Base treatment should extend around all visible sides of a building. A building base may be created by any of the following treatments:

1. A visibly thicker and continuous base portion of the wall along the ground, where the wall above the base



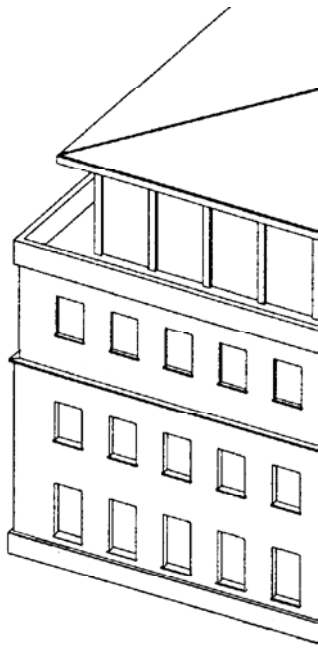
Buildings may reference the Spanish-influenced styles for newer workplace and industrial buildings.



Materials ranging from stucco to brick masonry are appropriate for buildings in the Truman/San Fernando District.



A building base can be created by a visibly thicker portion of the wall along the ground.



A building showing a clear base, middle and top.



Stucco and textured precast concrete are appropriate materials to be used as the primary cladding.

sets back, and openings within the base are seen to be more deeply recessed.

2. A material and/or color change of the base wall relative to the building wall above. The base material should generally be heavier (e.g. of darker color and/or a stronger material), with a lighter quality at stories above (e.g. predominantly masonry at the ground, larger windows and more glass above).
3. Pronounced architectural feature at the ground floor, such as an entrance volume, arcades, or a horizontal building projection.

4.2 Building Materials:

Simple wall surfaces are recommended for buildings along the Truman/San Fernando corridors. Articulation should be given through basic façade elements, such as deeply inset windows and doors.

1. *Primary materials* are those that clad the main building walls. Materials to be used as the primary cladding include:
 - a. **Stucco:** Stucco and cement plaster are acceptable finishes. Attention should be paid to detail and trim elements for a high quality installation. Highly textured surface textures are not recommended. The pattern of joints should be architecturally coordinated with the overall facade composition, and sealant colors should be coordinated with surface and other building colors.
 - b. **Brick:** Full size brick veneer is preferable to thin brick tile. Rock veneer may also be used. Brick veneers should be mortared to give the appearance of structural brick. Brick veneer applications should use wrap-around corner and bullnose pieces to minimize a veneer appearance. An anti-graffiti coating is recommended.
 - c. **Wood:** Horizontal sidings such as clapboard and tongue-in-groove, vertical siding such as board and batten, and other horizontal sidings such as smaller wood shingles and shakes may be suitable. The larger, more rustic styles of shingles and shakes should not be used. Trim elements should be used.
 - d. **Precast Concrete:** Textures, pigments, and special aggregates should be used to create rich surfaces. Precast concrete copings and trim are recommended for use with other materials such as poured-in-place concrete, concrete block, brick, stone, stucco and EIFS. The location of joints between castings and expansion joints should be incorporated into the facade composition. Grout and sealant colors should be coordinated with

castings and other building colors. An anti-graffiti coating is recommended.

- e. Contemporary Materials such as Architectural Metal, Glass and Steel: Profile, corrugated, and other metal surfaces (i.e. sheet, rolled and extruded) should be detailed with adequate thickness to resist dents and impacts. All materials should be maintained to ensure a quality appearance.
2. *Accent materials* may be used as to add interest and variety at a more intimate scale, for example at porches, or at window surrounds or other architectural framing. Accent materials include stucco, brick wood, pre-cast, metal glass and steel, as listed above, and also include:
 - a. Ceramic tile: Tile should be limited in use to a facade cladding or decorative wall accent material. Grout color should be coordinated with tile and other building colors.
 - b. Manufactured or Natural Stone, and Stone Veneers: Natural stone is preferable; synthetic materials should be reviewed for quality appearance. Stone should be used as a base or as a special decorative material for wall panels or sills in combination with other materials, such as stucco, brick or concrete.
 3. *Base materials* are those used along the bottoms of building walls, and can be carried to vertical portions of buildings such as columns, pilasters, or piers, to impart a sense of permanence and solidity. Primary materials are often carried to the building base, but may also include:
 - a. Poured-in-Place Concrete: Concrete walls should generally be clad with stucco or other finish materials; poured concrete may be exposed as an architectural base or a sitework material. Where exposed, the location of formwork tie-holes, expansion joints and control joints should be incorporated into the facade composition. Textured form liners, pigments, stains, and special aggregates should be used to create rich surfaces. An anti-graffiti coating is recommended.
 - b. Concrete Block: Concrete blocks of various block sizes, surface textures, and colors should be used as an architectural base or a sitework material; plain stack bond concrete block walls are not recommended. Decorative treatments should be used, such as alternating courses of differing heights, different surface textures (precision face and split face) and patterns of colored blocks; and cap and trim pieces should be used. Grout colors should be coordinated with block and



Brick is an appropriate materials to be used as the primary cladding.



Base materials can be used to impart a sense of permanence and solidity.



Windows should comprise a minimum of 50% of the ground floor façade.



True divided light windows or sectional windows are recommended.



Window glass should be inset from the exterior wall surface.

other building colors. An anti-graffiti coating is recommended.

4.3 Windows

. Windows should be organized to reflect and reinforce the architectural elements described in “Horizontal Mass”, above, to create a recognizable composition across the façade.

1. Windows should comprise a minimum of fifty percent (50%) of the ground floor façade in the Mixed Use Transition and Auto Commercial Sub-Districts, a minimum of twenty-five percent (25%) of the ground floor façade in the Workplace Commercial Sub-District, and a minimum of twenty percent (20%) of the ground floor façade in the Support Commercial Sub-District.
2. In the Mixed Use Transition and Workplace Commercial Sub-Districts, buildings should include vertically proportioned façade openings, with windows that have a greater height than width (an appropriate vertical/horizontal ratio ranges from 1.5:1 to 2:1).
3. Where window openings are paneled, i.e. divided with multiple groups of vertical windows, true divided light windows or sectional windows are recommended. Snap-in muntins and those sandwiched within double-paned glass should not be used.
4. Window frames should not be set flush with walls. Glass should be inset a minimum of two (2) inches from the exterior wall and/or frame surface.
 - a. At deeply inset windows (greater than 4” from the exterior wall); the framing may be simple and relatively unarticulated. At shallower insets (2-4” from the exterior wall), projecting sills, molded surrounds, lintels and/or trim should be used to frame openings.
 - b. Sills and surrounds should be proportioned to relate to the window size. For windows less than 48” in width, surrounds should not exceed 6” in width. For windows greater than 48” in width, surrounds should not exceed 8” in width.
5. Aluminum sliding windows should be designed to have substantial framing members, at a minimum width of two (2) inches.
6. Clear glass is recommended. Reflective glazing should not be used. Nonreflective films, coatings, low emissivity glass, and external and internal shade devices should be used for heat and glare control.
7. Deeply tinted glass or applied films should not be used. If tinted glazing is used, light tints and green, gray and blue hues are recommended.

8. Fritted glass, spandrel glass and other decorative treatments are recommended to add privacy and aesthetic variety to glass where desired.

4.4 Doors

At doors leading to workplace and commercial buildings, doors should be simple in style, with clean lines that are appropriate to the buildings' style. At doors leading to residential units (residential or mixed-use buildings), a higher level of detail is recommended to personalize entranceways.

1. High quality materials such as crafted wood, stainless steel, bronze, and other ornamental metals are recommended. Contemporary designs utilizing metal, glass, or other materials derived from the building architecture may be appropriate.
2. Doorways leading to upper story uses should be distinguishable from those leading to retail establishments.
3. Doors should be coordinated with architectural features that can give shelter from weather and sun, i.e. a projecting awning or canopy, or a permanent architectural awning.

4.5 Openings and Façade Elements

Buildings along the Truman/San Fernando Corridors should maintain consistency across their façades. The overall effect of openings should create a harmonious pattern across the street wall.

1. Window and door openings should create an ordered composition across the façade. Common window header line or sill line, and/or aligned vertical centerlines of windows and doors can serve as unifying elements across a façade.
2. Buildings should not have large, blank or monotonous surfaces; designs should include sufficient detailing, texture, color differentiation and three-dimensional articulation to create appropriately scaled, interesting façades. Elements that add human scale, such as bay windows, entrance vestibules, porches, balconies, dormers, etc. should be used.

5. ROOFS

5.1 Roof Types

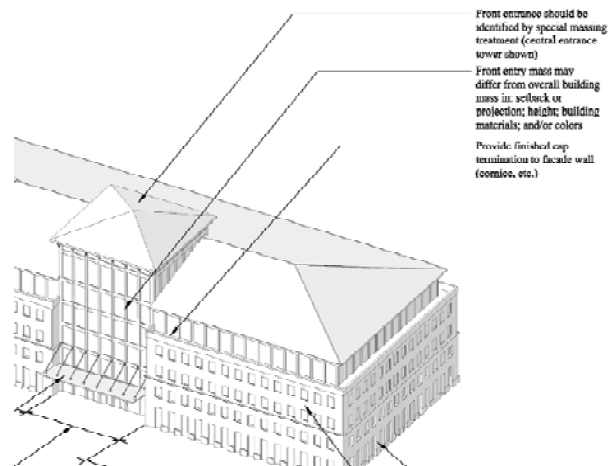
Roof forms along the Truman/San Fernando District should be simple, with accents at entrances, corners, important building volumes and other architectural elements. However, no single roof form may extend for more than one hundred (100) feet in length, without incorpo-



Doors should be simple in style, with clean lines that are appropriate to the buildings' style.



Window openings should create an ordered composition across the façade.



No single roof form may extend for more than 100 feet without incorporating a change in roof type.



Flat roofs with parapet walls should be treated with an architecturally profiled cornice.



Recommended roof materials include clay, terra cotta or concrete tile.

rating a change in orientation, slope or roof type.

1. All continuous sloping roof forms (i.e. without flat horizontal portions) are recommended. These include pitched, gable, hip, and pyramidal roofs, which should be designed as follows:
 - a. Roof overhangs are recommended. Brackets and corbels (i.e. decorative supporting pieces designed to bear the weight of projected overhangs), or other expressed roof overhang supports are recommended to add richness to detailing. The spacing module of repeating supports should relate to the building's structural bay spacing.
 - b. The soffit (i.e. the underside surface of the roof overhang) should be incorporated into the overall architectural composition with beams, coffers, light fixtures and other design articulation.
 - c. Vertical roof edge fascia should be vertically subdivided by additional horizontal layers, stepbacks, trim, and other detailing.
2. Flat roofs with parapet walls should be treated with one or more of the following conditions:
 - a. An architecturally profiled cornice and/or expressed parapet cap should be used to terminate the top of parapet wall.
 - b. Surface mounted cornices, continuous shading elements, or trellises should be used to strengthen a parapet wall design.
 - c. An ornate parapet decoration, such as a pediment, may be used to add ornament to the roof form.
 - d. A single layer, flush sheet metal parapet cap (i.e. a simple inverted U of sheet metal over the top of a parapet wall) without a substantial built-up edge should not be used, as these installations often display warped sheet metal (oil-canning) and a low-quality appearance. If used, sheet metal parapet caps should provide a formed (compound folded) overhanging edge termination and a heavy gage sheet metal thickness selected to avoid oil-canning distortion.
3. Special forms such as domes, conical roofs and pyramidal roofs are recommended at entry towers.

5.2 Roof Materials:

Selection of roof materials should be made with consideration for the neighborhood context. Roof materials and color should be selected with consideration for views from above. Recommended roof materials include:

1. Clay, Terra Cotta or Concrete Tile: Projects using Mediterranean or Spanish Mission Revival architectural

style should use authentic terra cotta barrel tiles and avoid simulated products.

2. Asphalt, Slate or Cement/Slate-type Shingles: Projects using shingles should use the highest quality commercial grade materials, and be provided with adequate trim elements.
3. Corrugated and Standing-Seam Metal Roofing: The structural support detailing of corrugated metal roofing should insure that metal roof edges and panels will not sag, bend, or be vulnerable to impacts and denting. This is important at locations where undersides and edges of corrugated metal roofing are visible. Finishes should be anodized, fluorocoated or painted. Copper, zinc, and other exposable metal roofs should be natural or oxidized. Flat, unarticulated metal roof tiles and metal roof sheeting are not recommended.
4. Tar and Gravel, Composition, or Elastomeric Roofs (flat roof locations): Use of these roof materials should be avoided at locations prominently viewable from nearby uphill residential neighborhoods. When used, these materials should be screened from view from adjacent buildings and sites by parapet walls.

5.3 Equipment and Screening:

1. Roof mounted equipment such as cooling and heating equipment, antennae and receiving dishes should be completely screened by architectural enclosures that are derived from or strongly related to the building's architectural expression, or enclosed within roof volumes.
2. In the design of screening enclosures, use dimensional increments of window spacing, mullion spacing, or structural bay spacing taken from the facade composition. Materials, architectural styles, colors and/or other elements from the facade composition should also be used to strongly relate the screening to the building's architecture.
3. The location, spacing, materials, and colors of downspouts, gutters, scuppers, and other roof drainage components should be incorporated into the architectural composition of the facade and roof. Downspouts should be concealed within walls or located to harmonize with window spacing and facade composition.



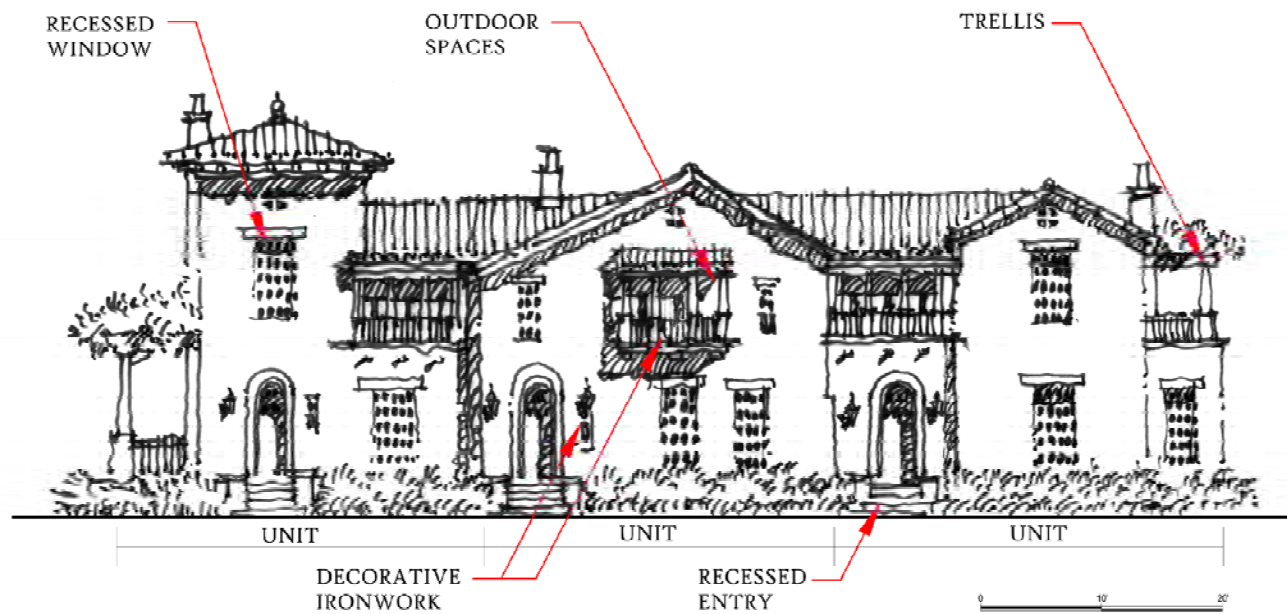
Corrugated and standing-seam metal roofings should be carefully detailed so that roof edges will not sag or bend.

6. COLOR

A consistent color palette is recommended for the district, to ensure that new buildings are compatible with existing buildings. An example of the color range that falls in this palette is shown on the following page.

1. Colors should be compatible with other buildings in the district. Cool colors like white and grey are recommended for primary building walls; deeper, warmer colors ranging from cream to brick red may also be used. Dark colors like brown or black should not be used as primary wall colors.
2. Accent colors can be used to highlight special architectural features such as building bases, building entries, columns, cornices, capitals, and bands. Accent colors may either be a lighter shade than the primary building wall, or a stronger, more saturated hue. Fluorescent colors should not be used.
3. For tiled roofs, red and terra cotta colors are recommended. For shingle and other roof styles, grey or earth tones are recommended. Light colored roofs may also be used to reduce solar radiation; these should be screened from view by architectural enclosures such as parapet walls or other screening treatment.





RECESSED WINDOWS PROVIDE SHADE AND EVOKE TRADITIONAL ARCHITECTURE



TOWERS PRESERVE TRADITIONAL ARCHITECTURAL STYLE



TRELLISES AT THE END OF BUILDINGS SOFTEN THE TRANSITION TO LOWER BUILDINGS



DETAILED IRONWORK RECALLS THE CRAFTSMANSHIP OF HISTORIC SAN FERNANDO ARCHITECTURE

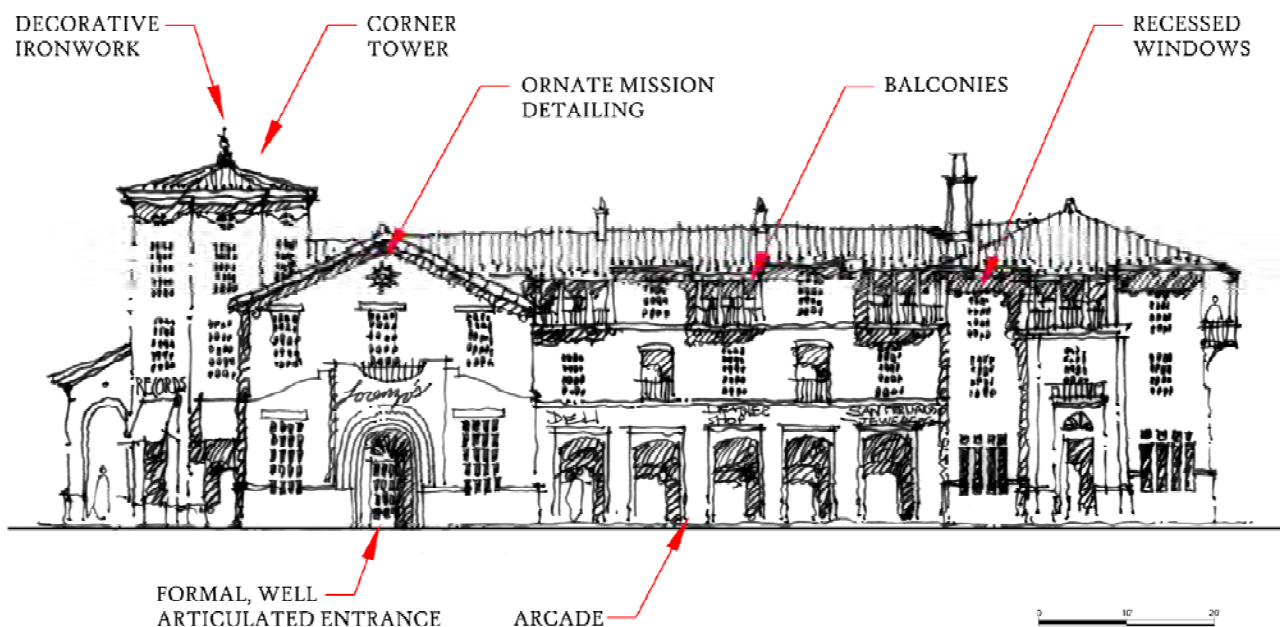


ENTRANCES ARE STEPPED UP AND RECESSED TO INCREASE PRIVACY



DETAILED COLUMNS & BRACKETS ADD TO THE AUTHENTIC LOOK OF A BUILDING





LARGER RETAIL USES HAVE FORMAL, WELL ARTICULATED ENTRANCES



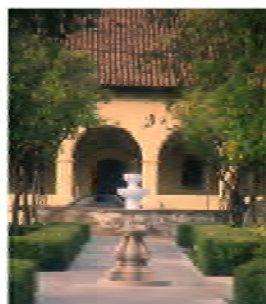
ARCADES PROVIDE SHADE FOR PEDESTRIANS



BALCONIES PROVIDE SHADED OUTDOOR SPACE & ENRICH THE BUILDING'S FACADE



ORNATE MISSION DETAILS USED SPARINGLY ON PROMINENT VOLUMES



THE SAN FERNANDO MISSION



HISTORIC SAN FERNANDO ARCHITECTURE



All-District Policies -

Design Guidelines for Signage

1. DISTRICT ORIENTATION

A district's character is defined by the scale and intensity of its development, its uses and building architecture, and the quality of its public spaces. Building signage provides an opportunity to give visitors visual clues about the district the building is located within, while simultaneously conveying information about the businesses it advertises.

In general, sign design within each district should be unified in some ways, and unique in others. Signs throughout a district should be *unified* in that they should be compatible with district character. They should share the common themes of that District, and maintain similarities in terms of alignment, proportion, size and number of signs. Signs within a district should be *unique* in that each sign should be expressive of the individual store or establishment's identity, and appropriate to the type of activity contained within the establishment. For example, signs identifying business services should convey something very different from those advertising entertainment establishments, and may differ in terms of type, materials and color.

1.1 The Maclay District

The Maclay District is primarily a residential neighborhood, and signage for its non-residential uses should be compatible with this character. In order to maintain residential compatibility, signs in this district are limited to building-mounted and wall signs. "Neighborhood Services Overlay Areas" are intended to be pedestrian centers for their neighborhoods; therefore signage in these centers should be visible to residents who walk from nearby neighborhoods as well as to customers driving by, and follow the general character prescribed for the Downtown District (below).

1.2 The Downtown District

The Downtown District is the "center of the city" for the neighborhoods of San Fernando. This district will be the meeting place for San Fernando's community, and its sidewalks will serve as the city's living room. Thus, the primary orientation of signage in this district should be towards the pedestrian, but signage should be visible from vehicles as well. Because of the pedestrian nature of the District, signs will be seen from close view, and a high level of detail and craftsmanship should be used.



Signs in a district should be compatible with each other, yet distinctive for each individual store.



Signage should be carefully crafted with quality materials, as in this combination of wrought iron and painted wood.



Signage can be oriented to both the pedestrian and the vehicle, as demonstrated along this streetscape.



Signage should be incorporated into building architecture, like this sign located on a corner tower.



Signage should generally be located at the first floor level, especially at pedestrian-oriented districts.

1.3 The Truman / San Fernando District

The Truman / San Fernando District serves many business and service needs of the community. Its location along the railroad tracks has is suited to quasi-industrial uses, and the well-traveled corridors of Truman Street and San Fernando Road provide necessary visibility for many of its other business types. As most visitors to this district will move about by car, signage throughout most of the district should be primarily directed towards motorists, but still relate to the pedestrian. In general, signs should be designed as part of the building's architecture, incorporated into building or located on prominent architectural features such as towers. Where freestanding elements are used, they should not be excessively auto-oriented; new pole-mounted signs and billboard advertising are not appropriate. However, the Mixed-Use Transition Sub-District is intended to be a pedestrian extension of the Downtown District, and signage in this area should be pedestrian-oriented, following the general character described for the Downtown District.

2. ARCHITECTURAL COMPATIBILITY

Signs should be coordinated with building architecture, using complementary and consistent forms, shapes, materials, colors and lighting. They should relate to the primary building by using complementary and consistent forms, shapes, materials, colors and lighting. They may also reference existing building styles such as Mission, Spanish Colonial Revival, and Mediterranean.

1. Within pedestrian-oriented shopping areas (i.e. the Downtown District, "Neighborhood Services Overlay Areas" and the Mixed-Use Transition Sub-District), signs should be well-crafted and incorporate a high degree of detail, as they will be read at close range.
2. Along highly traveled corridors (i.e. the San Fernando / Truman District), signage should be incorporated into the building's architecture, and not be designed as unrelated elements attached to the building. Architectural elements such as building bays or protrusions, corner towers and oversized entrances are appropriate locations for large-scale signage.

3 SIGN LOCATION AND PLACEMENT

The location and position of all permanent signs should be incorporated into the architectural design of the building. Placement of signs should be considered part of overall façade design of the building.

1. Signs in all districts should work at two scales: they should be visible to customers on foot and to those passing by in a car. Optimal viewing height from both the pedestrian and the automobile perspective is generally less than twenty feet high.
2. Signs should typically be located at the first floor level but may be located above the second story if identifying upper story uses.
3. Building-mounted signs should be located within the “signable wall area” – a sign band or other portion of building above the storefront that is unbroken by windows, pilasters, detailing or other architectural elements.
4. Architectural elements on the building façade should be used to “frame” signs, including moldings, arches, clerestory windows, cornice lines and other features of the tenant storefront. Signage should not overlap or hide architectural elements such as columns, pilasters, cornices or other trim.
5. Window signs should not obscure primary views in to and out from the storefront.
6. Monument-type and other non-building mounted signs should be placed within a landscaped area along the building frontage, perpendicular to approaching traffic and positioned to provide clear lines of sight at intersections and driveway approaches. Locations should be chosen with respect to pedestrian and ADA accessibility (see *Development Standards* for the appropriate District).

4. DESIGN

Sign design should be appropriate to the establishment, using font, color, and graphic images to convey a sense of what “type” of business is being advertised. The handcrafted look is encouraged, and tasteful use of materials, such as painted wood or signs cut out of metal, is recommended.

4.1 Wall Signs

1. Where individual letters are used, letters should be three dimensional, created by raised letter forms mounted to the building façade or sign panel, or by incised openings cut-out from the sign panel.
2. Where painted letters are used, the sign message should present a neat and aligned appearance. The services of a professional sign painter are strongly recommended.



Signage should NOT overlap architectural features, in the way this sign overlaps the brick facade shown here.



Directory signs should be placed along the building frontage and out of the public right-of-way, like this sign.



Sign design should convey something about the nature and the character of the business it identifies.



Structural supports for projecting signs should be coordinated with building architecture.



Individual letters or sign panels may be mounted on the canopy above the fascia.



Adhesive "stick-on" letters should not be used.



Clerestory windows located above the storefront can provide locations for signage.

4.2 Projecting Signs

1. Projecting signs may be attached to building walls or to architectural elements such as archways, trellises, and entry piers. All locations should provide a clear right-way for pedestrians.
2. Structural supports for projecting signs should be coordinated with the overall architecture and color scheme of the storefront. They should not appear to be "tacked on" without regard for the alignments, proportions, colors, and forms of their adjacent buildings and signs.

4.3 Awning and Canopy-Mounted Signs

1. Lettering and graphics for awning signs should be located on vertical portions of the awning, either the front fascia or the sides. Lettering should not occur on the sloped front of the awning.
2. Individual three-dimensional letters are recommended for canopy signs. Individual letters or sign panels may be attached to the vertical fascia of the canopy or mounted on the canopy above the fascia.

4.4 Window Signs

1. Clerestory windows located above the storefront are good locations for window signs.
2. Painted window signs should present a neat and aligned appearance. The services of a professional sign painter are strongly recommended.
3. Adhesive stick-on letters should not be used.
4. Signs identifying hours of operation, menus, newspaper reviews and other customer information should be framed, board-mounted or plastic laminated for a finished appearance.

4.5 Freestanding Signs

1. All freestanding signs should be low monument signs, directory signs or kiosks. New pole or pylon signs are not permitted (see *Development Standards* for the appropriate District).
2. Freestanding signs should relate to the architecture of the building or development they serve. Exterior materials, finishes, and colors should be the same or similar to those of the building or structures on site. High quality, durable materials, such as metal, stone, concrete and painted wood, should be used. Use of plastic should be minimized.

4.6 Traffic Control Signs

1. At traffic control sign panels (e.g. “no parking”, “speed limit”, etc.), ornamental frames, trim, bracketing, materials, colors, and/or custom typeface are recommended. Galvanized finishes should be painted.

4.7 Temporary Signs

1. Temporary signs that contribute to the liveliness of the streetscape, such as well-designed menu boards and sidewalk signs, are encouraged.
2. For temporary signs for sales and/or special events and temporary construction signs, the services of a professional sign painter are strongly recommended for a neat and aligned appearance.

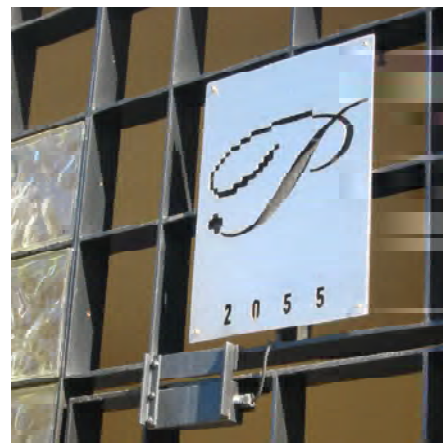
5. MATERIALS

Materials should convey a high-quality appearance, and work with the overall palette of the building’s architecture. Materials should be durable; materials that deteriorate quickly such as paper and light-weight cloth are not suitable for exteriors and should not be used. Acceptable materials include:

1. Wood (carved, sandblasted, etched, etc). Wood should be properly sealed, primed and painted, or stained, to avoid deterioration.
2. Metal (formed, etched, cast, engraved, etc). Metal that is prone to rusting should be properly primed and painted or factory coated to protect against corrosion.
3. High-quality ornamental materials such as stone, ceramic, brass-plate and gold leaf.
4. Fabric awnings, where the fabric should be selected for resistance to fading, either from sun exposure or cleaning. Lettering should be applied or silk-screened to canvas or nylon awning materials by a professional fabricator.
5. Custom neon tubing, when used as an accent in conjunction with other sign types. Neon should be used artistically, e.g. to highlight signage and architectural building elements, rather than as a means to attract attention by overwhelming these features.
6. Portable signs should be framed, board-mounted or plastic laminated to ensure durability and a high-quality appearance. Portable signs may not include stapled or taped menus.
7. The use of plastic panels *is discouraged* as they have a low-quality appearance. Plastic should be limited in use to translucent letters or shapes that are internally illuminated. Non-yellowing materials are recom-



Wood is a recommended material, as shown on this sign with incised letters cut into a wood sign panel.



Metal is a recommended sign material, as demonstrated by this cut metal panel sign.



Plastic panel signs like these box panels should not be used.



Individual letter “can” signs are preferable to box-panel “can” signs.



External spotlighting is a highly recommended method of sign illumination.



Sign letters should contrast with their background, like these gold letters against a brown backing .

mended; polycarbonate materials subject to yellowing within five years are not recommended.

6. LIGHTING

The lighting of signs should be considered as an element in a building’s overall architectural and lighting design. Signs illuminated by direct light sources are recommended.

1. Internally illuminated box-panel “can” signs (i.e. translucent plastic sign panel with applied lettering) are not recommended. If “can” signs are to be used, the sign should be designed with light letters against a dark background; dark letters against a light background should not be used.
2. Where internally illuminated lighting is desired, internally illuminated individual letter “can” signs are preferable to box-panel “can” signs. Individual letters may be internally illuminated or back-lit, and should be mounted directly on the building structure.
3. Direct light sources are recommended. Recommended uses may include spotlighting which casts light on the sign; front-lighting from above or below with single or multiple spotlights; and backlighting fixtures where the lighting washes onto surfaces behind projecting solid or cut-out lettering to create a silhouette or “halo” effect;.
4. Light sources should be shielded to block glare from pedestrians, and residential areas and public rights-of-way; non-decorative bare bulbs should not be used. Illuminated signs and other lighting should be shut off after midnight or upon the close of business, whichever is later.
5. Flashing and moving lights should not be used, especially with neon or in other instances where light is an integral part of the sign.
6. Recommended light sources include incandescent, halogen, compact fluorescent, and metal halide.
7. Light sources that should not be used include high-pressure sodium, low pressure sodium, and billboard-style long tube fluorescent.

7. COLORS

Colors of signs should relate or contribute to the overall building design. They should be chosen with regard to the primary building colors, and should relate to or contrast with the primary color to create a well-thought building color scheme. Signs are good locations for stronger, brighter accent colors, especially in pedestrian-oriented

districts like the Downtown District.

1. Contrasting color schemes should be used to highlight the difference between the letters and the background to make the sign easier to read. Light letters on a dark background or dark letters on a light background are recommended.
2. Colors or color combinations that interfere with the legibility of the sign copy should be avoided. Too many colors may obscure the message of a sign.
3. Rich and vivid colors are acceptable where they work with the overall building color scheme. Fluorescent colors should not be used.



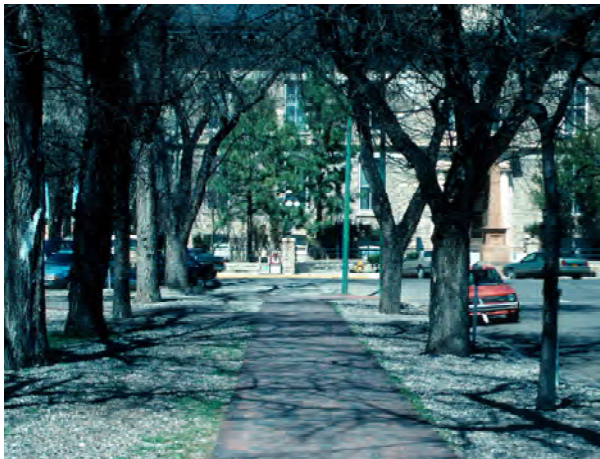
Vivid colors should be restricted in use, and coordinated with the overall building color scheme.



Grade changes should be resolved using visible pieces of architecture such as seat walls and decorative rails.



A bluestone sidewalk combined with brick.



Pavers and decomposed granite.

All-District Policies -

Design Guidelines for Site Improvements, Furnishings, Landscape and Lighting

1. SITE IMPROVEMENTS

1.1 Surface Grading:

Unnecessary grading should be minimized. Where grading is unavoidable, consider the following guidelines:

1. Cross slopes should not exceed two (2) percent in landscaped or sidewalk areas. Optimum slope for paved areas is one point five (1.5) percent, depending on roughness of paving surface.
2. Follow the natural contours as much as possible, and contour slopes to blend with the existing terrain.
3. Large manufactured slopes should be avoided in favor of several smaller slopes.
4. Significant natural vegetation should be incorporated and retained into the project.
5. Graded slopes should be landscaped for aesthetic and slope stability purposes.
6. On-site water retention basins should be used.
7. Mounding earth to elevate buildings, or "berming" earth against the side of buildings, is not recommended.

1.2 Pedestrian Surfaces

Recommended materials for pedestrian surfaces are listed below. In general, a maximum of two materials should be combined in a single application.

1. Stone, such as slate or granite.
2. Brick pavers.
3. Concrete unit pavers.
4. Poured-in-place concrete with any of the following treatments: integral pigment color; decorative aggregate; decorative scoring or stamped pattern; or ornamental insets, such as tile. An integral color pigment or dust-on hardener pigment is recommended.
5. Decomposed granite.

1.3 Driveways

Any of the pedestrian surface materials mentioned above are recommended for driveway paving, except decomposed granite. For large areas, plain or pigmented asphalt and concrete are also acceptable. Pedestrian areas and crossings across driveways should be clearly

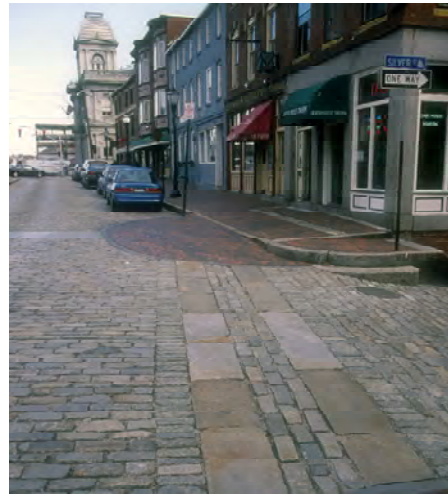
demarcated, and may be emphasized by any of the following:

1. Special paving
2. A recognizable scoring pattern
3. “Bands” of pavers along the crosswalk edge
4. Inset decorative elements.

1.4 Parking Lots

Surface parking lots should be designed as an integral feature of the overall site development plan. All parking areas should be designed with convenient safe and efficient pedestrian connections to buildings entry areas, transit stops, and to other pedestrian routes.

1. Pedestrian systems should provide a clear route to the main building entrance and be designed to include sidewalks and walkways of a minimum 5' width, separated from vehicle areas by curbing and trees.
2. The main pedestrian route from parking to building entrance should be easily recognizable and accessible for patrons, designated by special landscaping, such as a shaded promenade.
3. Pedestrian routes should be designed to enhance and connect pedestrian and transit facilities, e.g. plazas and courtyards at building entries, seating areas, shaded transit stops, public art, fountains and information kiosks.
4. Design of pedestrian systems should be integrated into the design of the building, connecting to building elements such as entrances, awnings, canopies and arcades.
5. Large expanses of uninterrupted parking should be avoided; well-distributed smaller lots and structured parking are preferable. Parking areas should be subdivided in to small sub-lots of no more than 50 spaces each.
6. Sub-lots should be distinguishable and separated from each other by a tree-lined parking access road providing access to each individual sub-lots. Space-defining elements such as trellises, columns, walls, arbors, and hedges should also be used to define and enhance the appearance of lots and surroundings. These elements should be consistent in design and materials with the principal building(s) and other site features.
7. Landscaping for parking lots should be organized to ensure clear visibility from the street to the building's main entrance. A maximum “clear zone” of no more than 120 feet should be maintained.



Special materials on a driving surface.



Pedestrian routes to the building entrance.



Pedestrian routes should connect to transit plazas, etc.



Trees planted at a 1:5 ratio.



Frontage fence with an open character.



Combination of iron fencing with stone piers.

8. Trees should be planted at a ratio of one tree to every five spaces, to provide shade and vegetation throughout the parking area.

2. SITE FURNISHINGS

2.1 Fences:

Fences should be consistent with style, materials and design of the principal building(s),

1. Frontage Fences:
 - a. Overall height of frontage fences (at front yards) should not exceed 4 feet in height. Front yard fences are recommended to maintain an open character and permit visibility.
 - b. For visual interest, a combination of thick and thin structural elements is recommended, with thicker elements for supports and/or panel divisions. Fence posts and/or support columns may be built up with additional trim, caps, finials, and/or moldings for this purpose.
2. Screening Fences:
 - a. Overall height of screening fences (at side and rear yards) should not exceed 12 feet in height.
 - b. Screening fences located to the sides and rear of properties may be simple and relatively unornamented. However, they should be visually compatible with adjacent ornamental fence designs and adjacent building architecture. Related colors, a cap or top articulation, and related post spacing should be used at screening fences to enhance compatibility.
 - c. Adjacent to residential properties, screening fences should maintain a character and scale appropriate to residential neighborhoods; more detailed fencing types and additional ornamentation may be required.
3. Materials and Colors
 - a. Fences should be built with attractive, durable materials. Wrought, cast iron and wood fences are compatible with the residential character of San Fernando.
 - b. For iron or metal fences, recommended materials include wrought iron, cast iron, welded steel or aluminum. Metal gages should be selected to be adequate for resisting bending and denting from casual impacts or petty vandalism. Metal fences should be mounted on a low masonry wall, and/or between masonry piers. Galvanizing pre-treatment beneath recommended paint (a "duplex" system) is recommended for maximum fin-

ish life and rust resistance of steel. A powdercoat system is also acceptable, though it will generally not be as durable as the recommended wet paint system. A UV-protectant clear coat over paint is recommended for prevention of fading of dark or fugitive colors.

- c. For painted wood picket fences, a protective coating should be applied. White and light colors are recommended.
- d. Chain link fencing, corrugated metal fencing and “tennis windscreens” are not permitted.

2.2 Walls:

Wall elements should be designed to strongly relate to the architectural style and materials of the principal building(s), and be divided into regular modules that relate to the architectural scale of the principal building(s). Creativity and variety in design is encouraged.

1. Frontage Walls:

- a. Overall height of frontage walls (at front yards) should not exceed 3 feet in height. These may occur as garden walls, planter walls, seat walls, or low retaining walls.
- b. Wall openings, material change, or design elements should be used to break up long expanses of uninterrupted fences and walls. Wall expanses should be broken at a minimum of every 40 feet. Support piers, pilaster or posts can be emphasized at regular intervals.
- c. Walls should generally have a cap and base treatment. A distinctive cap of different width, material or texture should occur within the top 8”.
- d. Entrances and pedestrian “gateways” should be announced by pilasters, trellises, special landscaping, public art or other special features.

2. Screening Walls:

- a. Overall height of screening walls (at side and rear yards) should not exceed 8 feet in height.
- b. Design elements should be used to break up long expanses of uninterrupted walls, both horizontally and vertically. Walls over six feet (6') in height should include design elements such as textured concrete block, interlocking “diamond” blocks, formed concrete with reveals, or similar materials to relieve surface monotony.
- c. Mechanical equipment, trash and recycling bins, and meters should be provided with architectural enclosures or fencing, sited in unobtrusive locations, and screened by landscaping. Colors and finishes of mechanical enclosures and equipment



Wrought and painted iron as fence materials.



Wall openings can be exaggerated to add interest.



Front walls should have a cap treatment.



Plain block walls should NOT be used.



Masonry piers should be used to break up long distances of fencing.



Piers and posts should work with the overall architectural composition.

should be coordinated with colors and finishes of streetlights, fencing and other painted metal surfaces to be used on site, or with the associated building's material and color scheme.

3. Materials and Colors

- a. Walls should be built with attractive, durable materials. Recommended wall materials include precast concrete, textured concrete block, or formed concrete with reveals, stucco, stone and brick.
- b. Exposed block walls may be constructed with a combination of varied height block courses and/or varied block face colors and textures (e.g. a combination of split-face and precision-face blocks).
- c. Plain gray precision-face concrete block walls are not recommended. Design treatments and finishes previously described should be applied to these walls for improved visual compatibility with building architecture.
- d. An anti-graffiti coating is recommended for exposed wall surfaces

2.3 Piers

1. Pier and Bollard Design

- a. Piers are recommended to have a base, shaft and cap composition. They may provide a termination to a run of fencing, be used instead of fence posts, or be freestanding landscape elements. Larger piers may be specially designed for gateway or other special locations, and these may incorporate ornamental plaques or signs identifying the building or business; public art such as panels or sculptural elements; and /or light fixtures. Piers may also be topped by ornamental light fixtures, roof caps, and/or ornamental finials.
- b. Masonry piers should be a minimum of eighteen (18) inches per side or diameter at spacings greater than twelve (12) feet; a minimum of twelve (12) inches per side or diameter at spacings twelve (12) feet or less. Metal posts should be a minimum of four (4) inches per side or diameter.
- c. The maximum spacing of masonry piers should be thirty (30) feet on center for piers with fencing; eight (8) feet on center for freestanding piers.
- d. Piers should be at the same height or up to eighteen (18) inches higher than adjacent fencing , excluding luminaires or finials.

2. Materials and Colors

- a. Piers and posts should be constructed of the same or a compatible material as the principal building(s). Support post or pier materials may differ from fence materials; e.g. metal fence panels combined with masonry piers.
- b. Recommended pier materials include integrally colored or decoratively treated cast-in-place concrete, stucco-faced concrete or concrete block, decoratively treated concrete block, precast concrete, brick (colors other than red), terra cotta, and stone. Precast caps and trim may be combined with other materials. An anti-graffiti protective coating is recommended.
- c. Bollards are recommended to be cast iron, cast aluminum, and precast concrete. An anti-graffiti protective coating is recommended for precast concrete.

2.4 Site Furnishings and Equipment:

Pedestrian furnishings and amenities should be provided where possible.

1. Seating, freestanding planters, ornamental trash and recycling receptacles, drinking fountains, bollards, information kiosks, transit shelters and bicycle racks are recommended for publicly accessible landscape and hardscape areas, especially public gathering areas. Low walls or wide planter walls are recommended for the creation of seating opportunities without appearing to be empty when not used.
2. Newspaper vending and distribution racks (boxes) should be located in designated areas configured to accommodate them and make them visible and accessible to pedestrians; for example, spaces at street corners “bulbs” are appropriate. Racks should not be permitted to proliferate indiscriminately and create visual blight and pedestrian congestion. Selection of rack equipment that creates ganged mounting and enables aesthetic treatment to relate to streetscape design is strongly recommended.
3. The design, materials and colors of manufactured furnishings should be coordinated with the principal building(s) and/or other site and streetscape furnishings. Design and selection of furnishings should attempt to reinforce visual relationships to create a “family of objects” within the immediate project vicinity. This should in turn reinforce District character.
4. Components should be made of durable high quality materials such as painted fabricated steel, painted cast iron, painted cast aluminum, and integrally col-



Low walls can be used as planters or for seating.



Newspaper distribution as part of the streetscape.



A common courtyard for residential units.



Visible pedestrian pathways leading to open spaces.

ored precast concrete. Masonry finishes should be treated with an anti-graffiti coating. Metal surfaces should be coated with highly durable finishes, such as aliphatic polyurethane enamel. An ultraviolet protectant clear coating is strongly recommended for dark or fugitive colors.

3 OPEN SPACE, LANDSCAPE AND PLANT MATERIALS

3.1 Open Space

1. Common open space should be accessible to all related buildings or units. Open space should remain unlocked during daylight hours.
2. Open spaces should be designed to take into consideration spatial enclosure, and be defined by buildings or landscape elements on a minimum of two sides. Development of open space shall include an enhanced pedestrian system that connects to adjacent public streets and sidewalks via interior walkways. Ornamental gates, trellises, lighting, plant materials, etc., should be used to create a sequence for pedestrians along this system; for example, an ornamental gate at the sidewalk leading to a passage lined with columns, then arrival at a courtyard.
3. Open space areas should contain both landscaped areas and hardscape areas. A mix of both treatments will encourage social interaction, allowing for recreation and play within green spaces while providing alternative gathering areas in the form of plazas or courts. It will also ensure access for people of all abilities to and through open spaces.
 - a. Common landscaped green and/or garden space should comprise between seventy percent (70%) and eighty percent (80%) of the common outdoor area. The space should be centrally located to serve all related buildings or units. The space should be rectilinear with no side less than fifteen (15) feet clear (with additional space allowance for buffer landscaping as required). Space should be seventy five percent (75%) enclosed by buildings, low walls, low fences, or linear buffer landscaping (e.g. hedges or rows of trees) and not be bordered by streets or surface parking areas on more than one side.
 - b. Common hardscape space should comprise between twenty percent (20%) and thirty percent (30%) of common outdoor area. Common roof deck space may count towards this provision. Material selected for hardscape areas should be both functional and attractive; i.e. unit pavers or

gravel. Hardscape space shall be connected directly to landscaped areas by stairs, walks, and/or ramps where necessary.

3.2 Plant Materials:

Plantings should be used to create an attractive and harmonious character, and contribute to a cohesive design for the street. Planted and landscaped areas should have a simple palette of plant species.

1. Street Trees:

- a. Street trees should be planted in aligned rows centered within planting strips between sidewalks and curbs where available. Alternatively, they may be planted in tree wells within the sidewalk at the back of curb (at integral curb, gutter and sidewalk installations) to create a buffer between pedestrians and automobiles.
- b. Regular spacing and consistency should be used to reinforce a strong street identity and corridor structure, typically along the length of a street corridor within a District. Where a street tree pattern and species have been established, infill projects should provide matching materials and layout.
- c. Larger species and more visible spatial configurations should be used at larger, more important streets and plazas. Where street image perceived from both motorist and pedestrian views is important, the scale of planting treatments should follow suit, e.g. rows of tall palm trees to shape the motorist experience, and an understory planting of smaller shade trees in between the larger trees for the scale and comfort of pedestrians.
- d. The minimum installed size of new street trees should be a twenty-four (24) inch box size. Use of cast metal tree wells and tree guards is recommended, with type and model subject to City review for streetscape continuity.

2. Tree Types and Species:

- a. To ensure visibility to retail establishments, palm trees are recommended, although deciduous trees with open branching structures are also acceptable.
- b. Trees and plants at other locations should be selected and placed to reflect both ornamental and functional characteristics.
- c. Selected species should be drought and wind tolerant and minimize litter and other maint-



Palm trees permit visibility to establishments.



Evergreens can be used for screening.



Well-shielded downward-focused lighting should be used to direct light away from the sky.



Lighting fixtures and mounting should be designed as a part of building architecture.

enance problems.

- d. A qualified arborist or licensed landscape architect should be consulted for final selections and installation recommendations based on site soils, drainage, and microclimate.
- e. Both seasonal and year-round flowering shrubs and trees should be used where they can be most appreciated - adjacent to walks and recreational areas, or as a frame for building entrances and stairs.
- f. Evergreen shrubs and trees should be used for screening along rear property lines (not directly adjacent to residences), around trash/recycling areas and mechanical equipment, and to obscure grillework and fencing associated with subsurface parking garages.

4. LIGHTING

4.1 Design:

1. In order to restrict the emission of undesirable illuminating light rays up into night sky, all exterior lighting shall be cut-off fixtures. Indirect illumination is recommended, and may be achieved by concealing light features beneath shields or screens, or by recessing them into building walls or overhangs.
2. Street lighting should be chosen with care, and should add to the aesthetic of the street. Lighting design should be consistent with streetscape character.
3. Other pedestrian-oriented areas, including walkways and paths, plazas, parking lots, and parking structures should be illuminated to provide clear views both to and within the site.
4. Area lights, especially at parking lots, are encouraged to be greater in number, lower in height and lower in light level, as opposed to fewer in number, higher in height and higher in light level.

4.2 Materials and Color:

1. The color and finish of exposed metal surfaces of on-site light fixtures and poles should be compatible with building architecture. Color and finish of lighting metalwork should match that of other site furnishings, and/or of the building's metalwork or trim work.
2. Recommended paint finishes for metal include:
 - a. Galvanizing beneath paint (a "duplex" system) is recommended for maximum finish life and rust resistance of steel.

- b. A UV-protectant clear coat over paint is recommended for prevention of fading of dark or fugitive colors.

4.3 Luminaire Type:

1. Fixtures should use a reflector and/or a refractor system for efficient distribution of light and reduction of glare.
2. Sharp cut-off type fixtures are recommended, to prevent light from being emitted above the horizontal relative to the light source. Small decorative “glow” elements are permitted to emit light above the horizontal. Alternatively or in addition, fixtures should use a refractive prismatic diffuser globe to direct light downward and focused in a pattern as desired.
3. Recommended globes include clear borosilicate prismatic glass globes; clear acrylic globes with optical diffusing (prismatic) patterns; translucent clear (frosted) or white acrylic globes. Polycarbonate globes are not recommended. Clear, smooth surface finish acrylic or polycarbonate globes are not recommended as they tend to show scratches and wear after several years.
4. House side shields and internal reflector caps should be used to block light from illuminating residential windows.
5. For pedestrian-oriented area lighting, energy efficient sources with warm white color and good color rendition are recommended. Recommended lamp types include:
 - a. Color-corrected metal halide [two thousand nine hundred (2900) to three thousand two hundred (3200) degrees Kelvin] are acceptable.
 - b. Color-corrected fluorescent [two thousand seven hundred (2700) to three thousand two hundred (3200) degrees Kelvin] are acceptable.
 - c. Color-corrected (“white”) high pressure sodium (H.P.S.). Standard (“peach”) high pressure sodium [two thousand two hundred (2200) degrees Kelvin] are acceptable.
 - d. For loading areas and other non-pedestrian intensive areas, high pressure sodium, low pressure sodium, or metal halide may be acceptable for efficient lighting.
6. For accent lighting, halogen incandescent and standard incandescent are also recommended.
7. Standard mercury vapor, and cool white fluorescent are not recommended.



Prismatic refractor globes are recommended to enhance efficiency and reduce glare.



Mounting height should be related to the pedestrian scale.



Facade lighting for nighttime effects.

4.4 Poles And Mounting Height:

In general, light sources should be kept low to maintain pedestrian scale and prevent spill light from impacting adjacent properties.

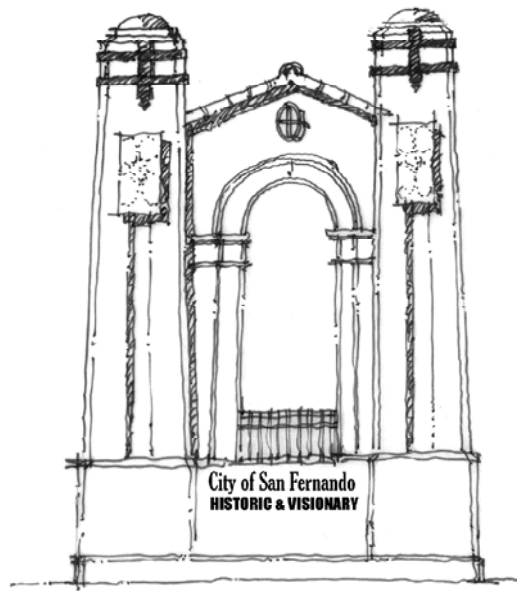
1. Mounting height of light sources for area illumination (such as parking lots and yards) should be a maximum of eighteen (18) feet, measured from the finished grade.
2. For pole-mounted lighting at pedestrian plazas, walkways, and entry areas, a pedestrian-height fixture is recommended - twelve (12) to fifteen (15) feet in height from grade to light source. Thirteen (13) feet is optimal.
3. Bollard mounted lighting and step-lighting is also recommended for low-level illumination of walkways and landscaped areas.

4.5 Uplighting:

Uplighting should be carefully sited and shielded to prevent spill light from visibility by pedestrians, motorists, and nearby residential dwelling windows.

1. All decorative uplighting, including building facade uplighting, roof “wash” lighting, and landscape uplighting, should be operated on timers that turn off illumination after 12 midnight nightly.
2. At lighted areas adjacent to single family homes, a combination of careful placement, mounting height and luminaire shields should be used to protect residences from glare.
3. Illumination levels of facade uplighting, roof wash lighting and landscape uplighting should use lower brightness levels where illuminated facades, roofs and landscaping face residential buildings, except across wider streets or boulevards with landscaped medians and street trees.

CHAPTER SIX: CAPITAL IMPROVEMENTS



This chapter describes the capital improvements that are integral to the envisioned future of the San Fernando Corridors. Hand in hand with the private investment that the community desires to assist in the revitalization of the corridors, public investments such as streetscapes, gateway features, and architectural landmarks are fundamental to achieving the stated goals.

Capital improvements set the stage for revitalization. The benefits behind improvements such as new streetscapes, the construction of civic and public open space, and the enhancement of transportation and other city infrastructure are several. First, by creating signs of investment in areas that have not received private investment for some time, capital improvements “break the ice” for new investment. In this sense, the City of San Fernando takes the lead by serving to “prime the pump” for new investment, attracting the interest of prospective new investors. Second, within a given city district or sub-district, improvements recondition the physical space within the public rights of way to provide the type of environment in which desired land uses will best perform. Therefore, new capital investments serve to “set the stage” for new investment by creating ideal places for such development to occur. Finally, by building support from both the private sector and the public community, capital improvements can act as a starting point to generate the momentum needed to revitalize the corridors. The investment that the City makes in its public realm is the physical evidence indicating the City’s intentions and in that way capital improvements add value to the community by making evident to prospective investors the City’s commitment to revitalization.

In the particular case of San Fernando, the process of preparing this specific plan for the Maclay, Truman, and San Fernando Corridors in many ways presents an opportunity to reverse the current underutilization, disinvestment, and lack of amenity in the corridors planning area. Currently, the corridors are aesthetically unappealing and do not provide the comforts that attract pedestrians to the uses which line them. New street improvements are an opportunity to make the city’s most visible streets attractive to pedestrians and supportive of a mix of urban land uses, turning them back into comfortable and habitable “pieces of the city”. Capital improvements will beautify the corridors so that they better represent the family-oriented and small town identity that is fundamental to the San Fernando community, while maintaining the necessary traffic flows and keeping practicality in mind.

The following recommendations result from active participation on the part of community members and City

staff. They are designed to work in collaboration with the proposed district formation in order to “set the stage” for the preferred revitalization strategies embedded within this specific plan. These recommendations are conceptual design efforts. Future investments in streetscapes, landmarks, gateways, or other types of capital improvements will require further “design development” considering relevant budgetary constraints and subject to thorough engineering and environmental review.

STREETS

The streetscape improvements recommended for the Maclay, Truman and San Fernando Corridors are designed to stimulate near-term investment. The recommended improvements are structured to “set the stage” for new investment by signaling to the investment community that the City is serious about its commitment to change. They will also provide an attractive and supportive environment for envisioned land uses and building types. These streetscape improvements may be accomplished in two ways. Where possible they may be advanced by the City in order to create a supportive environment for appropriate development in each segment, and to instigate more immediate change in the specific plan area. However, in areas where the City has not already fully completed all of the planned streetscape improvements pursuant to this specific plan, such street and sidewalk improvements will be required of new development, to be provided by each developer along his or her property frontage as development occurs.

Create a Gateway to the City
 * Make a strong statement at the intersection of Maclay and 8th to impress pedestrians and motorists alike.

Reinvent Maclay Avenue: Build a Residential Corridor

* Between 4th and 8th build a street that is particularly supportive of residential infill oriented toward Maclay Avenue, having plenty of shade trees for pedestrians to stroll.

* Between 1st and 4th, build a street to support the envisioned downtown shopping environment having plenty of parking, generous sidewalks and large shade trees to attract both shoppers and new retailers.

Revitalize the Workplace District: Build a Grand Avenue

* Enhanced stature showcasing City's opportunity sites for redevelopment.
 * Attractive streetscape creates a "front door" along Truman Road.

Support Commercial Expansion: Build a Grand Avenue

* Beautify the arterial streetscape to convey a unique message of beauty and formality
 * Create an attractive "front door" along Truman Road.
 * Complement success of auto sales district



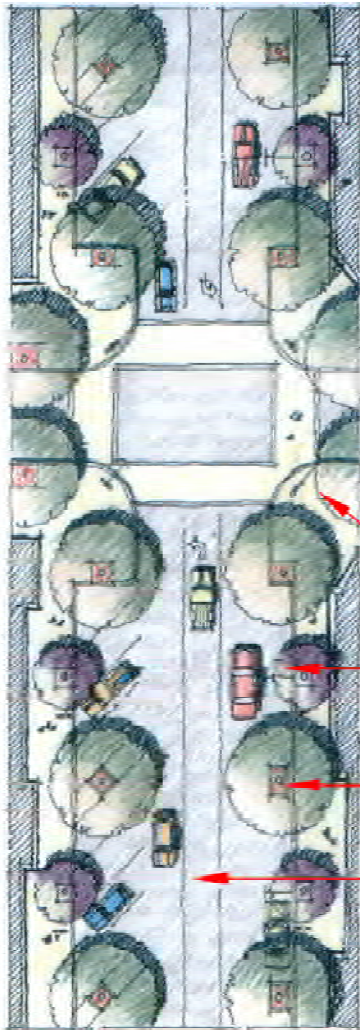
Create a Gateway to the City
 * Create a dramatic change in character starting here.
 * Send a strong message to residents, visitors, and potential investors.

Establish a Mixed-Use District: Slow the Traffic, Create a Destination

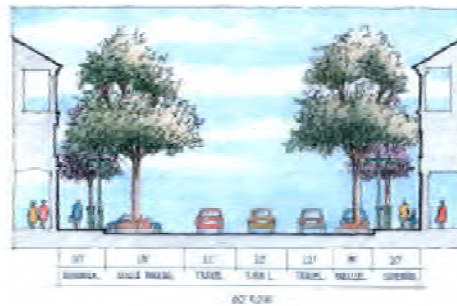
* Create a setting that is particularly suitable for residential and retail uses, having angled parking and slow-moving traffic
 * Add shade trees to invite pedestrians to stroll and shop, and palms to separate auto and pedestrian areas

Bridge the Gap: Use landmarks to stitch the neighborhood back together

* Establish the intersection of Maclay, San Fernando and Truman as a unique center of the City
 * Create a visual icon for the community evocative of its historic architecture



Maclay Ave.- Proposed Downtown Plan
Between 1st and 4th Streets



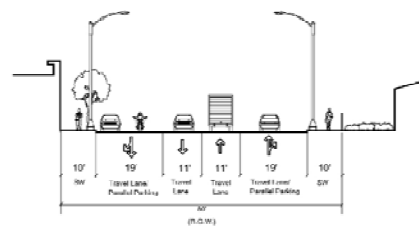
Maclay Ave.- Proposed Downtown Section
two travel lanes & angled parking

Bulb-outs at intersections serve to calm traffic flow and shorten crossing distances.

Flowering trees placed at the back of curb provide visual interest and additional shade for pedestrians.

Large open-habit trees provide plenty of shade to sidewalk and parking areas.

Turn lane allows for traffic to flow smoothly.



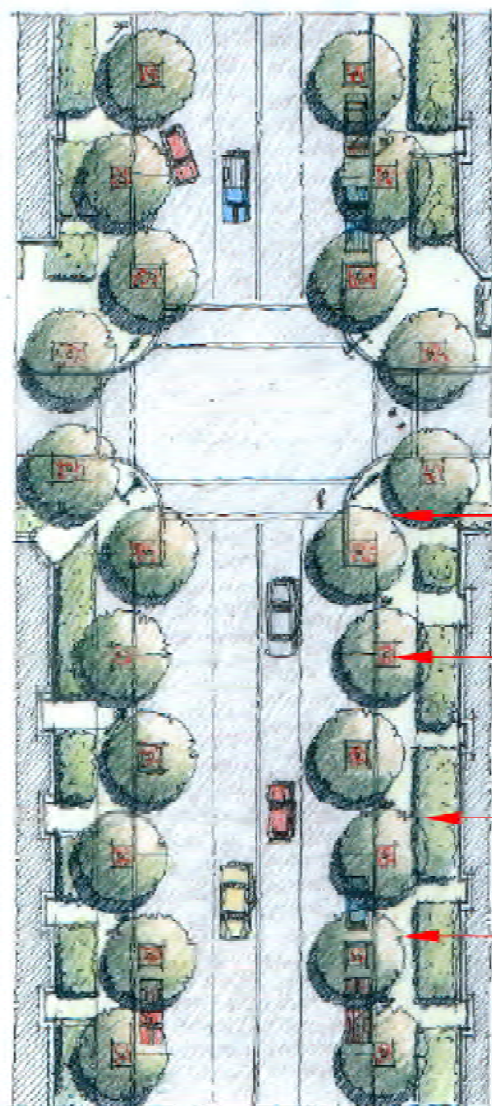
Maclay Avenue - Existing Section
four travel lanes & parallel parking

Improvements to Maclay Avenue

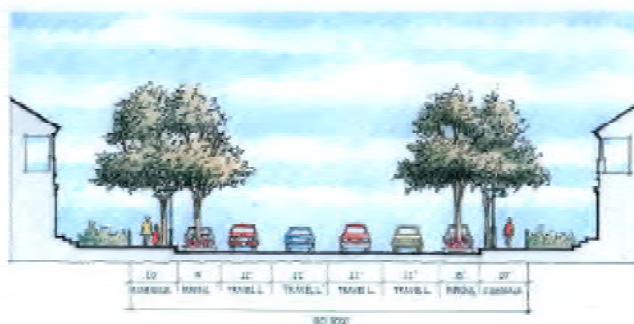
Maclay Avenue - Between First and Fourth Streets: The first phase of improvements should take place in the City Center to “kick-start” the revitalization of the downtown. The pedestrian character of the area will be strengthened in two ways. Enhancements to the sidewalk, via new flowering street trees, lighting and street furniture will create a pleasant experience for people on foot. Improvements to the vehicular portion of the roadway will narrow the feel of the street by reducing its capacity from 4 to 2 lanes and by planting large deciduous trees in the parking zone. Angled parking will provide convenient, quick-stop parking in front of businesses, and operate as an indicator that the downtown is “open for business”, alerting passersby to its shops and other destinations.

Along Maclay Avenue within the City Center Sub-District, the standards for the street are as follows, and are illustrated on page 164.

- Travel Lanes – One travel lane will be provided in each direction, with a nested center turn lane to provide convenient left turn access.
- Street Parking -Angled on-street parking shall be provided along the west side of Maclay. Parallel parking shall be provided along the east side of Maclay.
- Walks - A minimum ten (10) foot wide level concrete sidewalk shall be provided (existing widths of sidewalks will be maintained).
- Street Trees - Along the public sidewalk, flowering trees should be placed at the back of curb, at a spacing of approximately sixty (60) feet on center. Larger open habit trees should be staggered between the sidewalk trees and planted within the parking aisle, at a spacing of approximately sixty (60) feet on center to accommodate 2 parallel and four (4) angled parking spaces between street trees
- Street Lights - New double-head, pedestrian-scale lights should be installed to be consistent with tree planting, at thirty (30) feet on center near the back of curb.



**Maclay Avenue - Proposed Plan
Between Glenoaks Boulevard
and Eighth Street**



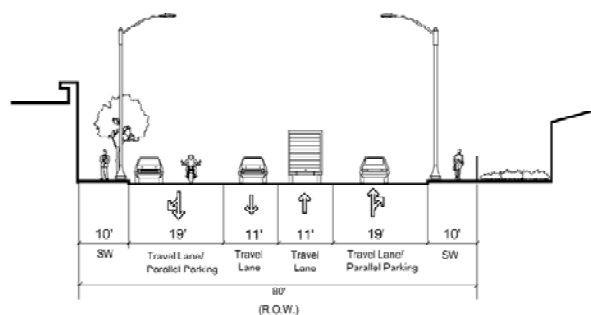
**Maclay Avenue - Proposed Section
four travel lanes & parallel parking**

Bulb-outs at intersections serve to calm traffic flow and shorten crossing distances.

Closely spaced trees provide plenty of shade to sidewalk and parking areas.

Landscaped buffer provides additional privacy for residences.

Trees placed in parking visually expand pedestrian zone.



**Maclay Avenue - Existing Section
four travel lanes & parallel parking**

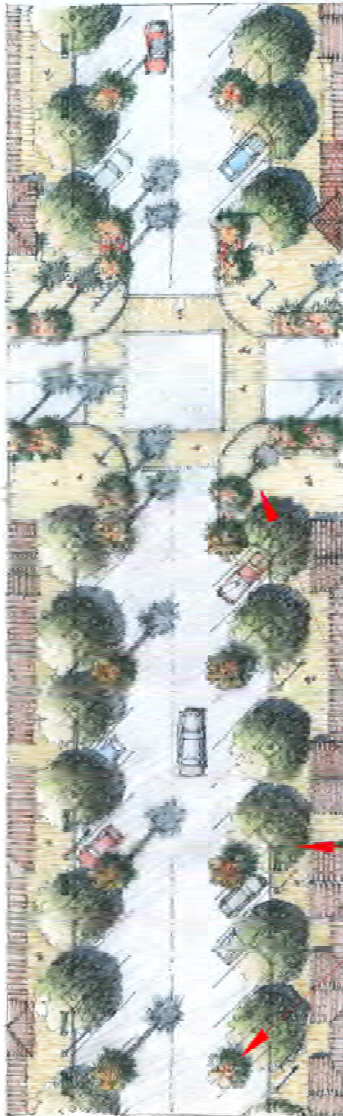


Improvements to Maclay Avenue (continued)

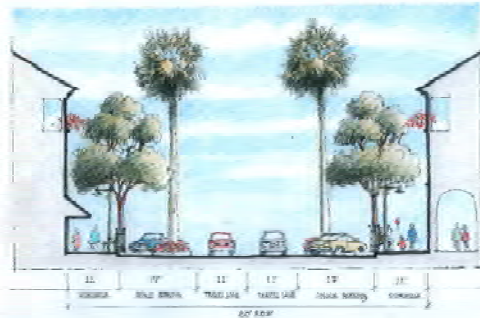
Maclay Avenue - Between Fourth and Eighth Streets: Subsequent to downtown's street improvements, efforts should be made to transform the portion of Maclay Avenue that lies to the north of Fourth Street, in the Maclay District. By adding improvements that buffer the roadway from the development that lies along it, the corridor will feel like a neighborhood street, providing a pleasing address for residences and a safe walkable frontage for its residents. North of Glenoaks Boulevard, the most important aspect of these improvements is the addition of a double row of trees between the roadway and the pedestrian, with one row along the edge of the sidewalk and another in the parking lane

Within the Maclay District, the standards for the street are as follows, as shown on page 166 for the segment of Maclay Avenue north of Glenoaks Boulevard to Eighth Street.

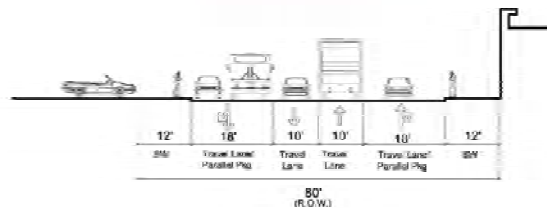
- **Travel Lanes** – Between Fourth Street and Glenoaks Boulevard, one travel lane will be provided in each direction, with a nested center turn lane to provide convenient left turn access. North of Glenoaks Boulevard, two lanes of through traffic shall be provided in each direction.
- **Street Parking** – Parallel parking shall be provided along both sides of the street.
- **Walks** - A minimum ten (10) foot wide level concrete sidewalk shall be provided (existing widths of sidewalks will be maintained).
- **Street Trees** – A single row of street trees should be planted at a spacing of approximately sixty (60) feet on center at the edge of the public sidewalk. Another row of trees shall be staggered between these trees, and planted at a spacing of approximately sixty (60) feet on center within curbed islands in the parking lane, having a distance equivalent to two parallel parking spaces and four angled parking space between street trees.
- **Street Lights** – New pedestrian scale street lights shall be installed to be consistent with tree planting, at a maximum of sixty (60) feet on center along the sidewalk near the back of curb.



San Fernando Road - Proposed Plan



San Fernando Road - Proposed Section
two travel lanes & angled parking



San Fernando Road - Existing Section
four travel lanes & parallel parking

- Bulb-outs at intersections serve to calm traffic flow and shorten crossing distances.
- Large open-habit trees provide plenty of shade to sidewalk and parking areas.
- Palm trees located between parking spaces help to separate pedestrian and auto traffic.



Perspective view looking down proposed San Fernando Road.



Improvements to San Fernando Road

San Fernando Road - Between Huntington Street and Mission Boulevard: Improvements to San Fernando Road should be prioritized to begin between Huntington Street and San Fernando Mission Boulevard, in the Mixed Use Transition Sub-District. New streetscape design along this segment of San Fernando Road will enable the this portion of the city to serve a broader mix of uses, including residential, retail, and live-work, as well as its already existing commercial services. New shade trees will alternate with palms to create a unique neighborhood feel. The addition of angled parking spaces provide additional parking for new businesses and services while slowing traffic, and provide an appropriate transition into the San Fernando Mall. Extending the pedestrian-friendly street character will help define this infill district.

Improvements to San Fernando Road within the Mixed-Use Transition Sub-District are illustrated on page 168. They must occur within the existing right-of-way, and must incorporate the following:

- Travel Lanes – One lane of through traffic shall be provided in each direction.
- Street Parking -Angled on-street parking shall be provided on both sides of the street.
- Walks - A minimum twelve (12) foot wide level concrete sidewalk shall be provided (existing widths of sidewalks will be maintained).
- Street Trees – A single row of uplit open habit trees should be planted in the parking aisle at a spacing of approximately thirty-two (32) feet on center near the face of curb. Street trees should be spaced so that two angled parking spaces fall between the trees. Palm trees shall be planted in these same planting aisles at the edge of the parking lane, at a spacing of approximately sixty-four (64) feet on center (between approximately every four parking spaces).
- Street Lights – New double-head, pedestrian-scale lights shall be installed to be consistent with tree planting, at sixty-four (64) feet on center on the sidewalk near the back of curb.

San Fernando Road - West of Huntington Street : West of Huntington Street, San Fernando Road enters the Workplace Commercial Sub-District. In this sub-district, where office and commercial uses are dominant, the following modifications to the above street standards are recom-

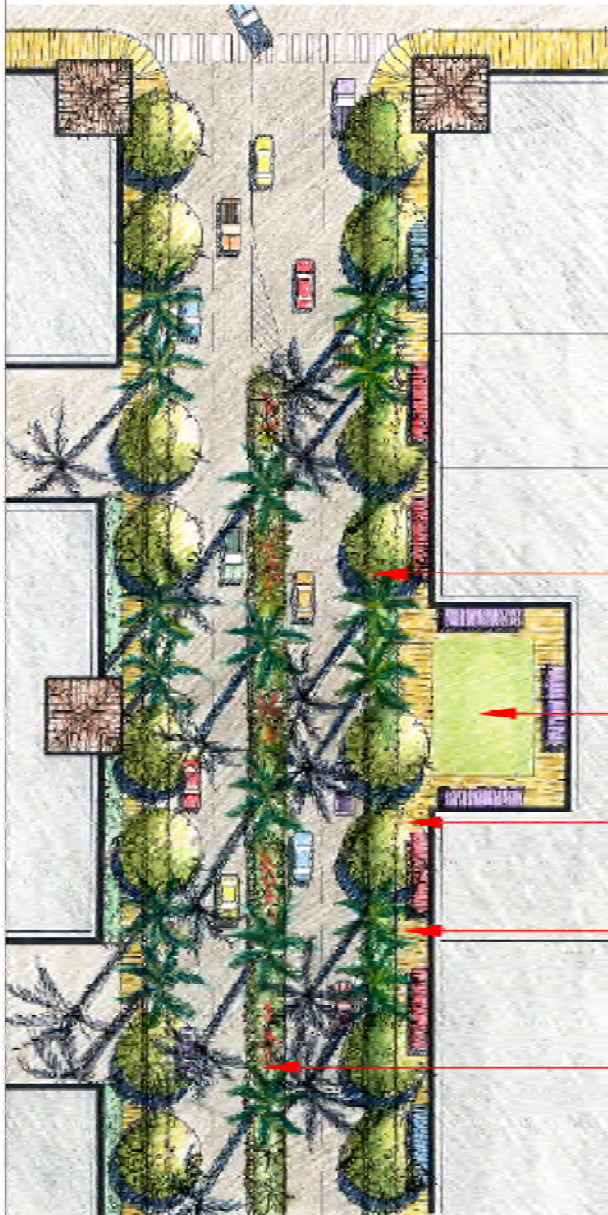
mended to better support the desired land uses and character.

- Travel Lanes – One lane of through traffic shall be provided in each direction. A shared turn lane of approximately ten (10) feet in width shall be provided.
- Street Parking -Angled on-street parking shall be provided along one side of the street and parallel parking shall be provided along the other.
- Walks - A minimum twelve (12) foot wide level concrete sidewalk shall be provided (existing widths of sidewalks will be maintained).
- Street Trees – Along the public sidewalk, a single row of large open-habit street trees should be placed at the back of curb, at a spacing of approximately sixty (60) feet on center. A second row of large open habit trees should be staggered between the sidewalk trees and planted within the parking aisles, at a spacing of approximately sixty (60) feet on center, between every two parallel spaces, and every four angled parking spaces.
- Street Lights – New double-head, pedestrian-scale lights shall be installed to be consistent with tree planting, at sixty-four (64) feet on center on the sidewalk near the back of curb.

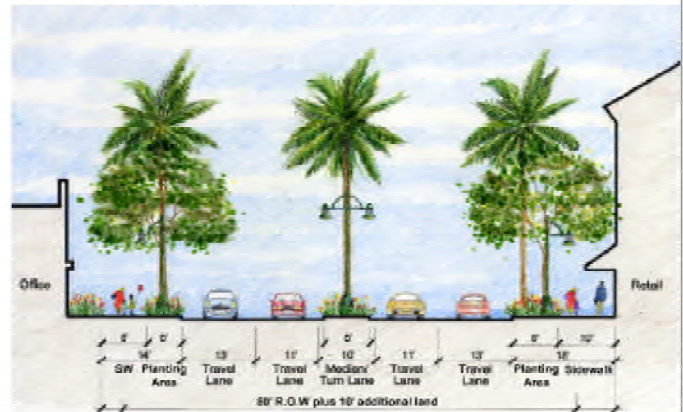
Improvements to Truman Street

Truman Street - Between San Fernando Mission and Brand Boulevards: The segment of Truman Street that lies between San Fernando Mission and Brand Boulevards is a crucial part of the Downtown District, connecting the northern City Center Sub-District with the San Fernando Mall to the south. During the community workshop process, workshop participants remarked on the unfriendly pedestrian character of this segment. New development at the critical juncture of Maclay Avenue and Truman Street, combined with streetscape improvements described below, will provide a consistent street wall and pedestrian environment that can serve to unify the two sub-districts of the Downtown District which span the railroad tracks.

Improvements to be made in the City Center Sub-District between San Fernando Mission and Brand Boulevards are shown on page 170. The proposed street section will require ninety (90) feet to serve the City's two primary goals, namely, to create a streetscape that serves the envisioned development type, as well as to accommodate the City's required traffic flows. The City may wish



Truman Street
Between San Fernando Mission Blvd. and
Brand Blvd.



Truman Street - Proposed Section
having four travel lanes, turn pockets, planted
median & broad sidewalk for pedestrian activity.

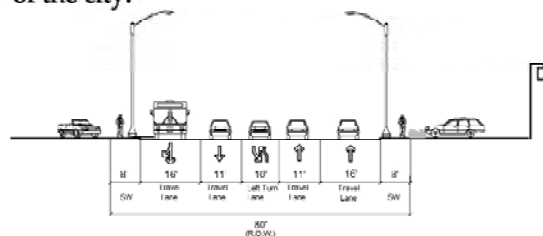
Large open-habit trees in combination with palm trees provide plenty of shade to sidewalk areas.

Design building recesses as public open spaces or extensions to the sidewalk environment.

Large planting strip and sidewalk buffer pedestrians from major automobile thoroughfare

New 10' wide sidewalk adjacent to 8' planting area serves retail development by creating an appealing pedestrian environment.

Median having palm trees and decorative street lights narrows the perception of the street corridor, calms traffic, and announces the heart of the city.



Truman Street - Existing Section
four travel lanes & center turn lane



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Truman Street - Between San Fernando Mission Blvd and Brand Blvd



to work with developers to accomplish the street section through a combination of improvement to private land as well as to the public rights-of-way.

- **Travel Lanes** – Two lanes of through traffic shall be provided in each direction, separated by an eight (8) foot planted median. Median shall accommodate a turn lane at major intersections.
- **Street Parking** – No on-street parking would be allowed in this segment of Truman Street.
- **Walks** - On the south side of Truman Street, a minimum ten (10) foot wide level concrete sidewalk shall be provided, and separated from the street by a minimum eight (8) foot planting strip. On the north side of Truman Street, a minimum eight (8) foot wide level concrete sidewalk shall be provided, and separated from the street by a minimum six (6) foot wide planting strip.
- **Street Trees** – On the south side along the public sidewalk, palm trees will alternate with larger open habit shade trees along the planting strip. Spacing will be approximately twenty (20) feet on center from palm to palm and from palm to shade tree; and approximately thirty (30) feet on center from shade tree to shade tree. On the north side along the public sidewalk, palm trees will alternate with larger open habit shade trees along the planting strip. Spacing will be approximately twenty (20) feet on center from palm to palm and from palm to shade tree; and approximately thirty (30) feet on center from shade tree to shade tree.
- **Street Lights** – New double-head, pedestrian-scale lights shall be installed to be consistent with tree planting, at forty-five (45) feet on center along the planting strip.

* Should new development fail to materialize at the intersection of Maclay Avenue and Truman Street and along Truman Street within the City Center Sub-District, other improvements should be considered to unify the two sub-districts of the Downtown District. One recommendation would be to use regularly spaced landmarks such as the “Landmark Columns” illustrated on page 172 to “stitch” together streets within the Downtown. Installation of Landmark Columns along Maclay and Truman at this intersection can help to reverse this feeling of exposure. Landmarks should be designed to accommodate public art work that is either temporary or permanent. ‘Uplighting’ the landmark columns can enhance their

visibility and overall aesthetic impact during the evening hours.

If columns are used, it is recommended that they be installed at a spacing of no more than one hundred twenty (120) feet on center to ensure strong district definition. Initial emphasis should be given to the “gap” on Maclay between First Street and San Fernando Road, followed by Truman Street between San Fernando Mission and Brand Boulevards. Larger versions of the landmark columns may be considered at primary intersections like Maclay and Truman.

These same landmark columns could also be used along Second Street between Maclay Avenue and Macneil Street to complete connections to the Civic Center.

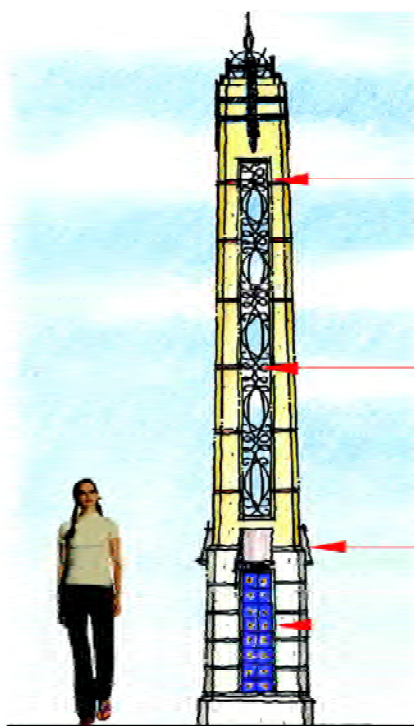
Truman Street - West of San Fernando Mission Boulevard: For much of its length, Truman Street will continue to serve the city’s working industries, such as light-industrial, commercial, and warehouse and distribution. Improvements to its streetscape need to facilitate and maintain access along the corridor, while announcing its importance as a “grand boulevard” that crosses the City’s workplace areas. Street tree plantings of palms and deciduous trees will reinforce its role as the city’s major east-west thoroughfare.

Improvements to be made in the sub-districts west of Mission Boulevard are shown on page 173, and include:

- **Travel Lanes** – Two lanes of through traffic shall be provided in each direction.
- **Street Parking** – Parallel parking shall be provided on both sides of the street where possible without affecting safety or street capacity.
- **Walks** - A minimum eight (8) foot wide level concrete sidewalk shall be provided.
- **Street Trees** – A single row of deciduous trees shall be planted at a spacing of approximately thirty (30) feet on center at the edge of the public sidewalk. Another row of palms shall be staggered between these trees, and planted at a spacing of approximately sixty (60) feet on center within the parking lane.
- **Street Lights** – New double-head, pedestrian-scale lights shall be installed to be consistent with tree planting, at sixty (60) feet on center along the back of curb.



View looking west along Truman Street towards San Fernando Mission Boulevard



ORNAMENTAL IRONWORK
RECALLS THE CRAFTSMANSHIP
OF HISTORIC SAN FERNANDO
ARCHITECTURE

DECORATIVE SCROLLWORK IS LIT
FROM WITHIN OPEN SHAFT AT NIGHT

DOWN-LIGHTING ILLUMINATES
TILE WORK AND BASE AREA

MOSAIC TILEWORK PROVIDES COLOR
AND INTEREST FOR PEDESTRIANS



Existing view looking west along
Truman Street



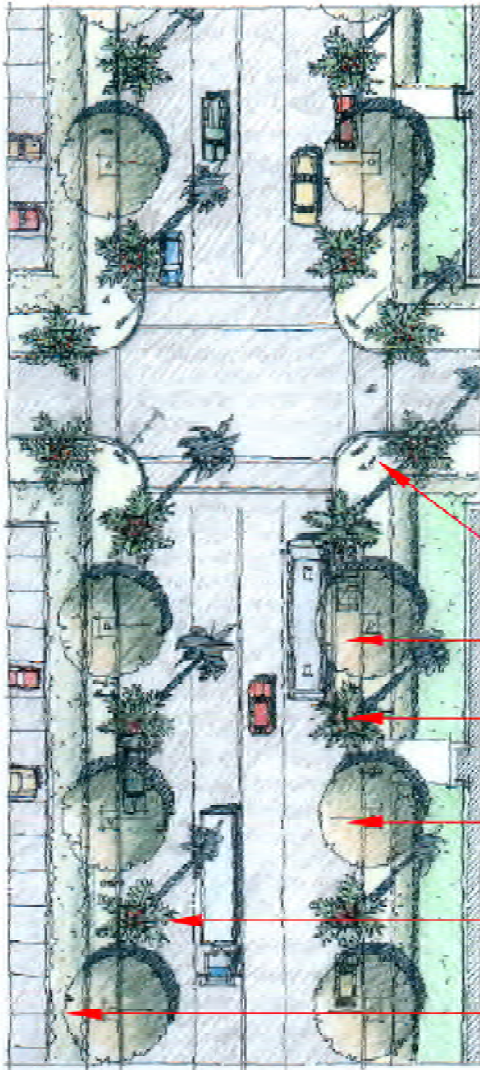
Proposed landmark locations
within the downtown core

Landmark columns "stitch" together streets
within the downtown core, bridging the gap
between the San Fernando mall and the
historic downtown and civic center.

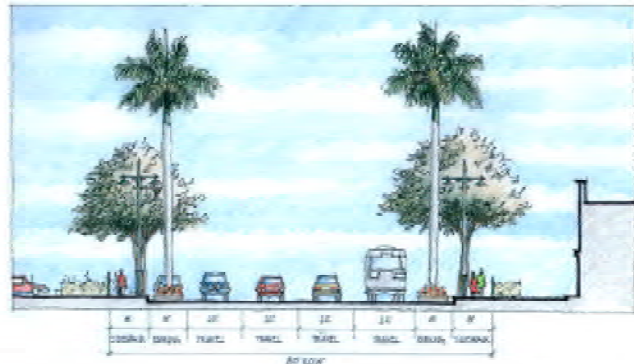


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Capital Improvements- Landmark Columns



Truman Street - Proposed Plan



Truman Street - Proposed Section
four travel lanes & parallel parking

Bulb-outs at intersections serve to calm traffic flow and shorten crossing distances.

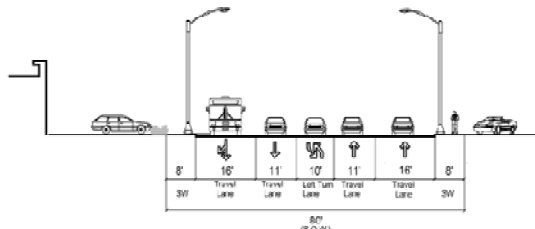
Bus stop becomes a gracious waiting space .

Palm trees located between parking spaces help to separate pedestrian and auto traffic.

Large open-habit trees provide plenty of shade to sidewalk and parking areas.

Placing trees in parking diminishes the perceived width of street.

Landscaped buffer separates off-street parking from pedestrians.



Truman Street - Existing Section
four travel lanes & parallel parking



LANDMARKS

Landmarks such as the “landmark columns” illustrated on page 170 and/or other prominent architectural features should be used to distinguish and unify the Downtown District within the City of San Fernando. Regularly spaced landmarks should be used to “stitch” together streets within the downtown. In a potential extension beyond the specific plan’s boundaries, extending the use of the landmark columns along Second Street between Maclay Avenue and Macneil Street will help complete the perception of the Downtown District as an extension of the Civic Center.

In addition to defining the Downtown District, landmark columns would assist in strengthening the visual and pedestrian character of the heart of the city. During the community workshop process, workshop participants remarked that along the south side of Truman Street, at the back of the Mall’s public parking lots, the pedestrian environment lacks sufficient enclosure. The north side of Truman Street in this stretch is a similarly unfriendly environment for pedestrians. Installation of landmark columns within the public right of way at the back of sidewalk in these areas will have a strong influence to reverse this feeling of exposure. Landmarks should be designed to accommodate public art work that is either temporary or permanent. Design elements may further include opportunities for street lighting. Uplighting the landmark columns would substantially enhance their visibility and overall aesthetic impact during the evening hours.

Within the Downtown District, landmark columns should be installed at a spacing of no more than one hundred twenty (120) feet on center to ensure strong district definition. Larger versions of the landmark column can be used at primary intersections to further define entry to the Downtown District. Refer to “Capital Improvements – Landmark Column” illustration on page 172

for an illustration of one possible way to locate the landmark columns.

As an alternative or interim measure, some of the same effect may be achieved at less cost through the use of architecturally elaborated street light standards in the Downtown District. Distinctive fixtures such as changeable banners, in combination with other elements such as uplighting and/or decorative lighting of street trees or elaborated street light standards would also define and enhance the district. Continuation of a downtown design theme with wayfinding signs on monument-type bases and street furniture that is limited to the Downtown District would further reinforce the coherence of the district.

GATEWAYS

Gateways play the important role of announcing entrances to the city. When done effectively they convey a sense of arrival and in their form and character communicate something about the community’s character. They are the first welcoming image presented to potential investors and visitors, and they instill a sense of pride and belonging to returning residents. Physically distinguishing the City of San Fernando from surrounding areas will make an impression on residents and visitors alike regarding the sense of pride and ownership with which the citizens of San Fernando regard their city.

Gateway elements should be constructed within the public right of way as follows:

- 1) At the city’s northern boundary, use a combination of high-quality architectural prominence and landscape architecture to introduce the neighborhood character of the Maclay District. Gateway monuments and landmark architecture at the intersection of Maclay Avenue and Eighth Street should relay high-quality design and put forth an appealing pedestrian environment.

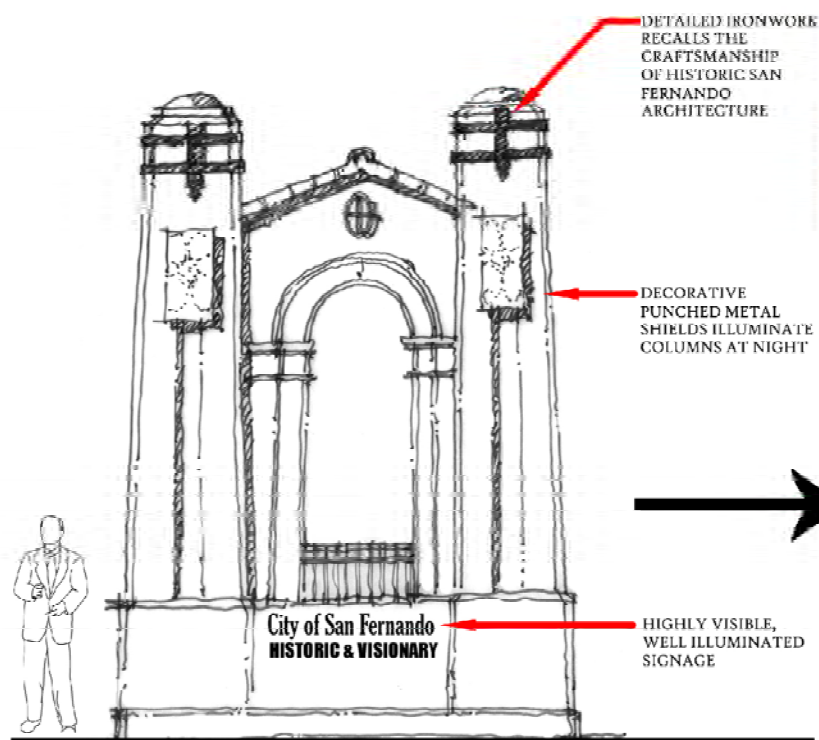
- 2) Define the entrance to San Fernando at its border to the west at Sylmar using large scale prominent architectural features that transmit a message of urbanity and history far in excess of what the experience of San Fernando Road west of the city boundary has to offer as shown on the graphic to the right.

It should be noted that the gateway landmark treatment shown to the right on page 175 is only a conceptual illustration of one such treatment for this location. The design of such a gateway landmark could easily be modified to reflect a preference by the City of San Fernando for Mission style architectural and landscape elements at this location similar to the existing gateway landmark treatment at the city’s eastern boundary, as was discussed by the City Council in approving the specific plan as a whole.

- 3) At the city’s eastern boundary with Pacoima, build upon the existing landscaped gateway and Cesar Chavez Memorial via the introduction of wayfinding signage that distinguishes the San Fernando and Truman Corridors. Signage should alert visitors to the location of the Downtown District, the San Fernando Mall, the Civic Center and Police Station, as well as other areas of interest. Consider the introduction of architectural landmark columns or other prominent features to compliment the existing landscaped gateway.



View of proposed City Gateway looking east along San Fernando Road



Existing view looking east along San Fernando Road



Location of proposed City Gateway

A strong architectural gateway provides a welcoming civic image and the overall style recalls architectural elements of historic San Fernando buildings

CHAPTER SEVEN: CIRCULATION PLAN



The Maclay Avenue, Truman Street, and San Fernando Road corridors form the circulation framework of the community and the specific plan area. Due to both the prominence of this circulation framework and the long established zoning of the corridors exclusively for commercial land uses, development and land use along these corridors has been directed towards the automobile user for many years. This specific plan seeks to find a balance among the divergent goals related to the efficient movement of traffic and the development of a pedestrian scale character for the specific plan area.

This circulation plan section of the San Fernando Corridors Specific Plan will guide the ongoing development of the specific plan area's roadway system in a manner that will be safe, efficient and compatible with the land uses and development envisioned in this Specific Plan.

Overview of the Existing Transportation Corridors

Maclay Avenue is San Fernando's primary north-south thoroughfare, providing a connection with the Interstate 210 just north of the city boundary. Within the specific plan area, Maclay Avenue extends approximately 1.4 miles in a north-to-south orientation. This roadway has a right-of-way width of 80 feet and a curb-to-curb pavement width of 60 feet. Maclay Avenue, prior to implementation of improvements pursuant to this Specific Plan, consists of four travel lanes with on-street parallel parking generally permitted on both sides of the street. Maclay Avenue is bisected at its midpoint by Glenoaks Boulevard, a major east-west arterial through the city. Other major signalized intersections include Eighth Street, Seventh Street, Fifth Street, Library Street, Fourth Street and First Street. Maclay Avenue currently carries an average of approximately 16,500 vehicle trips per day (north of Truman Street).

Truman Street and San Fernando Road are the main east-west transportation corridors through the city, parallel to each other and one block apart. These two roadways ultimately merge at the city's eastern and western boundaries. Truman Street is just over one mile in length and has a right-of-way width of 80 feet and a curb-to-curb pavement width of 64 feet. This roadway typically has four through travel lanes and a dedicated left-turn lane at major intersections. There is limited on-street parking permitted on Truman Street. The major signalized intersections along Truman Street include Hubbard Street, Workman Street, San Fernando Mission Boulevard, Maclay Avenue, Brand Boulevard and Wolfskill Street. Truman Street currently carries an average of approximately 20,000 vehicle trips per day.

San Fernando Road within the specific plan area is also approximately one mile in length with a right of way width of 80 feet and a curb-to-curb pavement width of 56 feet outside of the San Fernando Mall area. Within the Mall, a pedestrian oriented retail district, San Fernando Road maintains the same public street right-of-way width (80 feet) though only two travel lanes are provided (one lane in each direction). Angled and parallel curbside parking are provided on opposite sides of the street within the Mall area. San Fernando Road currently carries an average of approximately 9,000 vehicle trips per day west of San Fernando Mission Boulevard, and approximately 5,100 vehicle trips per day east of San Fernando Mission Boulevard.

A detailed discussion of the existing traffic conditions and the roadway infrastructure are provided in the traffic study included in the environmental assessment of this specific plan that was prepared pursuant to the California Environmental Quality Act.

A variety of public transportation opportunities are available to shoppers, employees, residents and visitors in the corridors planning area. The Metropolitan Transportation Authority operates a number of bus lines throughout the city including Transit Line Numbers 234, 93, and 94 which travel along either North Maclay Avenue, San Fernando Road, and/or Truman Street. These three Metropolitan Transportation Authority (MTA) bus lines provide residents, employees, and visitors to the corridors planning area with direct access to bus lines serving San Fernando and other portions of the San Fernando Valley. Also, these three bus lines provide access to commuter rail service at the Sylmar/San Fernando Metrolink Station that is located at the southwest corner of First Street and Hubbard Avenue in the City of Los Angeles, and that is within walking distance of the Workplace Commercial, Mixed-Use Transitional, San Fernando Mall, and City Center Sub-Districts.

In keeping with the specific plan's new urbanism development goals, the City has obtained federal funding for the City of San Fernando Trolley System that will allow the City to expand the current transportation network within the community, connecting the city's residential neighborhoods with the Downtown, Maclay and San Fernando/Truman Districts. This alternative fuel trolley system will not only improve the mobility of local residents that depend on public transportation, but it will also enhance the existing public transportation networks serving the corridors planning area, and support the planned development of pedestrian oriented shopping, workplaces, multifamily residential and mixed use development through the implementation of this specific plan.

The proposed roadway improvements along the Maclay and the San Fernando/Truman corridors have been designed to include new landscaping, urban furniture, and bus turnouts that provide for an enhanced personal experience for future travelers using the public transportation system within the Specific Plan area. In addition, the MTA is currently developing the San Fernando Valley North-South Transit Corridor that will provide higher capacity express bus service (“Metro Rapid Bus”) to San Fernando, reducing travel time to regional destinations and significantly improving public transit access from San Fernando to the rest of the Valley and to downtown Los Angeles. The MTA transit corridor will connect the Sylmar/San Fernando Metrolink Station to the greater Valley regional transportation network, with new Metro Rapid Bus stop facilities planned within the specific plan area. The existing and future public transportation network enhancements are consistent with the specific plan, which will allow for a more intense and efficient use of land at increased densities. This will provide for a more walkable community with increasing demand for public transit service.

Circulation Objectives and Policies

The San Fernando Corridors Specific Plan seeks to accomplish the following objectives relating to circulation:

- To facilitate the transition of the Maclay Avenue, Truman Street, and San Fernando Road corridors so that they complement the land uses and development pattern planned for the corridors through implementation of this specific plan;
- To maintain and improve vehicular traffic circulation within the specific plan area and the adjacent community so as to safely and efficiently move both local and through traffic to its destination, while accommodating future demand for circulation by all modes of transportation;
- To implement traffic calming techniques in specific areas as a means to improve traffic and pedestrian safety; and,
- To create attractive urban streetscapes with design and amenities that are visually compatible with and enhance planned private development pursuant to this specific plan in general, and that support pedestrian use and outdoor activities in particular.

To accomplish these objectives, the following policies will be considered in the on-going implementation of the Specific Plan:

- *Circulation Policy 1.* The City will implement a comprehensive plan for a coordinated street circulation system that will provide for the safe and efficient movement of people and goods within and through the specific plan area.
- *Circulation Policy 2.* All future roadway and intersection improvements will consider pedestrian and traffic safety first and foremost. Modifications to the standards, regulations, and/or guidelines contained herein are permitted in those instances where safety is at issue.
- *Circulation Policy 3.* The City will implement traffic calming measures as designated in this specific plan so as to facilitate the creation of a pedestrian friendly environment throughout the specific plan area in general, and in specified pedestrian-oriented retail, mixed use and residential development areas along Maclay Avenue and San Fernando Road in particular.
- *Circulation Policy 4.* The City will encourage the movement of through traffic entering the specific plan area from the east or west to use Truman Street in moving through the plan area; and through traffic entering the specific plan area from the north on Maclay Avenue to turn at Glenoaks Boulevard and use this arterial street to connect to alternate north-south arterial routes including Hubbard Street, Paxton Street and the 118 Freeway.
- *Circulation Policy 5.* The City will continue to oversee the improvement of a circulation system within the specific plan area that is capable of adequately accommodating a reasonable increase in future traffic demands.
- *Circulation Policy 6.* The City will discourage through traffic and truck traffic for those roadway segments that are not designed to handle such traffic.
- *Circulation Policy 7.* The City will enforce weight and axle restrictions for trucks using city streets, with special emphasis accorded to portions of Maclay Avenue and San Fernando Road.
- *Circulation Policy 8.* The City will employ measures that will discourage through traffic on local streets.

- *Circulation Policy 9.* The City will ensure that there are clear rights-of-way for safe passage of pedestrians and bicyclists using Maclay Avenue and San Fernando Road.
- *Circulation Policy 10.* The City will provide for accessibility by the physically disabled and impaired at all pedestrian crosswalks, and will include audible pedestrian crossing signal devices along with other appropriate safety measures at signalized pedestrian crosswalks where feasible, and subject to approval of the chief public works official.
- *Circulation Policy 11.* Any future roadway and intersection improvements undertaken by the City shall be in conformance to, and consistent with, this specific plan.
- *Circulation Policy 12.* The City will continue to analyze traffic congestion and evaluate strategies to improve the efficiency of the local transportation and circulation system.

Roadway Classifications

This circulation plan includes a roadway classification system that is used to identify the function of each roadway located in the specific plan area. The classification system provides a logical framework for the design and operation of those existing and planned roadways. The functional classification system permits residents, staff, and elected officials to identify the preferred characteristics of each street segment. If the observed characteristic of a street changes from the functional classification, then actions may be taken to return the street to its originally intended use or to change the roadway classification in response to increased traffic demand. In the latter instance, certain additional roadway improvements may be required to accommodate the roadway's new functional classification and the corresponding standards. The primary circulation system in the specific plan area serves two distinct and equally important functions:

- To provide access to individual properties within the specific plan area, and
- To accommodate the transport of people and goods into and through the specific plan area.

The design and operation of each roadway depends on the importance placed on each of these functions. For example, some roadways are designed to carry larger traffic volumes and generally have more lanes, higher speed

limits, and fewer curb-cuts or driveways. In contrast, other streets may have fewer lanes, reduced speed limits, and other traffic calming devices as a means to slow traffic and to make the streetscape more pedestrian-friendly. The roadway system within the specific plan area has been defined using a classification system that describes a hierarchy of roadway types. The categories of roadways included in this classification system differentiate the size, function, and capacity of each type of roadway. Streets in the specific plan area are also classified according to their primary function. The roadway classifications are described below and are shown in Table 6-1.

- *Major Arterial Corridor.* This roadway classification is designed to efficiently move relatively large volumes of traffic in a safe and efficient manner. This roadway classification serves both regional through-traffic and inter-city traffic. This roadway classification will typically have a maximum right-of-way width of 80 feet and a curb-to-curb pavement width of 56 feet. This roadway type generally provides four through travel lanes and a dedicated left turn lane. Parallel parking may be provided on one or both sides of the street where it does not conflict with the street's function to accommodate relatively higher traffic volumes and speeds. Truman Street is a major arterial roadway.
- *Secondary Arterial Corridor.* Roadways included in this classification will typically direct traffic through the individual districts that comprise the Specific Plan area. Roadway segments included in the secondary arterial corridor will typically have a right-of-way width of 80 feet and a curb-to-curb width of 60 feet, with parallel parking on both sides of the street. A secondary arterial typically contains four travel lanes (two travel lanes in each direction). A dedicated left turn lane is provided only at the enhanced intersections. Parallel parking is generally permitted on both sides of the street. The portion of Maclay Avenue north of Glenoaks Boulevard is a secondary arterial roadway.
- *Pedestrian Oriented Corridor.* The emphasis of the pedestrian oriented corridor classification is to facilitate the development of a pedestrian-friendly streetscape. This roadway classification is designed to accommodate pedestrian use while meeting the demands for local traffic. This is accomplished through the use of various traffic-calming techniques. Roadway segments included in this classification include Maclay Avenue in the Downtown District and in the Maclay District south of Glenoaks Boulevard, as well as that portion of San Fernando Road

Table 6-1 Roadway Classifications				
	Major Arterial Corridor	Secondary Arterial Corridor	Pedestrian Oriented Corridor	Local Streets
Travel Lanes	4 lanes	4 lanes	2 lanes	2 lanes
Protected Left Turn	Yes	At major intersections only	At all intersections	No
Parking Lanes	Some on-street parking permitted	On street parking permitted	On street parking permitted	On street parking permitted
Volumes ADT	20,000-greater	10,000 or greater	Up to 10,000	2,000 or less
ROW width	80 feet	80 feet	80 feet	60 feet
Pavement Width	56 feet	60 feet	60 feet	36 to 40 feet
Note: ADT refers to average daily traffic volumes. ROW refers to right-of-way				

Table 6-2 Roadway Classification Matrix				
Roadway Segment	Major Arterial Corridor	Secondary Arterial Corridors	Pedestrian Oriented Corridors	Local Streets
Maclay Avenue (between 8 th St. and 7 th St.)		•		
Maclay Avenue (between 7 th St. and Glenoaks Blvd.		•		
Maclay Avenue (between Glenoaks Blvd. and 5 th St.)			•	
Maclay Avenue (between 5 th St. and 4 th St.)			•	
Maclay Avenue (between 4 th St. and San Fernando Road)			•	
Truman Street (between Hubbard Ave. and Workman St.)	•			
Truman Street (between Workman St. and S.F. Mission Blvd.)	•			
Truman Street (between S.F. Mission Blvd. and Brand Blvd.)	•			
Truman Street (between Brand Blvd. and Fox St.)	•			
San Fernando Rd. (between Hubbard Ave. and Huntington St.)			•	
San Fernando Rd. (between Huntington St. and S.F. Mission Blvd.)			•	
San Fernando Rd. (between S.F. Mission Blvd. and Chatsworth Dr.)			•	
San Fernando Rd. (between Chatsworth Dr. and Fox St.)		•		

that extends through the Mall, the Mixed Use Transition and the Workplace Commercial Sub-Districts. This roadway classification will typically have an 80 foot right-of-way width and a 60 foot curb-to-curb pavement width, with curbside retail parking, including angled parking stalls on one side of the street with parallel parking on the other side, or with angled parking on both sides of the street where warranted and possible. The pedestrian oriented corridor classification typically contains two travel lanes (one lane in each direction), a protected/permissive left turn lane at intersections, with on-street parking provided next to the curb.

- *Local Streets.* Local streets are subordinate to the basic circulation network described above, yet constitute the majority of the city's streets. These streets provide access to individual parcels and only provide circulation within a neighborhood block. All of the local streets in the specific plan area have been improved with curbs, gutters, and sidewalks. The general City of San Fernando standard for local streets right-of-way is 60 feet (with a curb-to-curb pavement width of 36 to 40 feet, having two lanes, and on-street parallel parking on both sides of the street).
- *Cul-de-Sac Streets.* This final roadway classification within the specific plan area refers to those local streets that connect with Maclay Avenue in a "T" intersection, and that may be redesigned as cul-de-sacs. The closure of these selected local streets would eliminate through traffic through the adjacent residential neighborhoods, while maintaining pedestrian connections and accessibility.

The functional designation of a roadway does not necessarily indicate the prior existing conditions (i.e., traffic volume, width, and available right-of-way). Instead, the classification indicates the intended use and ultimate design of the roadway to accommodate the anticipated travel demand in a manner compatible with the land uses planned for the roadway corridor.

Table 6-2 indicates the functional roadway classification applicable to each primary roadway segment in the Specific Plan area. As indicated in this roadway classification matrix, that segment of Maclay Avenue north of Glenoaks Boulevard is classified as a secondary arterial corridor. The segment of Maclay Avenue located south of Glenoaks Boulevard in the Maclay District and in the Downtown District is designated as a pedestrian-oriented corridor. Truman Street, in its entirety, is designated as a major arterial corridor. Finally, San Fernando Road is designated as a pedestrian-oriented corridor within the

Mall Sub-District, as well as to the west in the Mixed Use Transition Sub-District and in the Workplace Commercial Sub-District. San Fernando Road to the east of the Mall in the Auto-Commercial Sub-District is designated as a secondary arterial corridor.

The final roadway classification discussed previously applies to those local streets that connect with Maclay Avenue in "T" intersections, and that may be redesigned as cul-de-sacs. The closure of vehicular access from Maclay Avenue to these selected local streets would eliminate any Maclay Avenue traffic through the adjacent residential neighborhoods, although pedestrian connections would be retained. The elimination of the local street right-of-way segment next to Maclay Avenue would also facilitate the assembly and/or creation of larger parcels for new development at these locations. The roadway intersections included in this category are the following:

- Second Street and Maclay Avenue (west side);
- Library Street and Maclay Avenue (both east and west side);
- Defoe Street and Maclay Avenue (east side);
- Degarmo Street and Maclay Avenue (east side);
- De Haven Street and Maclay Avenue (east side); and
- Lucas Street and Maclay Avenue (east side);

Roadway Development and Improvements

The previous section established a hierarchical classification for those roadways located within the specific plan area. This section focuses on those improvements that are contemplated for the various roadway segments and intersections governed by the specific plan. These planned improvements will support the revitalization objectives of the specific plan, as is discussed in the Capital Improvements Chapter of this specific plan.

Maclay Avenue: Downtown District

Within the Downtown District, Maclay Avenue is classified as a pedestrian oriented corridor. As discussed in the Capital Improvements Chapter and illustrated on page 164, the streetscape improvement standards for Maclay Avenue from First Street to Fourth Street are as follows:

- Travel Lanes - One travel lane will be provided in each direction, with a nested center turn lane to provide convenient left turn access.
- Street Parking - Angled on-street parking shall be provided along the west side of Maclay, and parallel parking shall be provided along the east side of Maclay within the existing right of way. Angled parking is, however encouraged along the east side of Maclay where possible in conjunction with new development involving additional right of way dedication or building setbacks sufficient to accommodate angled parking on both sides of the street in a manner consistent with design objectives for the Downtown District.
- Walks - A minimum ten (10) foot wide level concrete sidewalk shall be provided (existing widths of sidewalks will be maintained), with sidewalk area bulb-outs at intersections, and with other pedestrian amenities including seating areas, decorative lighting, pedestrian oriented wayfinding signage, Downtown District entry signage/monumentation at Fourth Street, among other elements.
- Street Trees - Along the public sidewalk, flowering trees should be placed at the back of curb, at a spacing of approximately sixty (60) feet on center. Larger open habit trees should be staggered between the sidewalk trees and planted within the parking aisle, at a spacing of approximately sixty (60) feet on center. Decorative lighting of trees and landscape features will be used to differentiate the Downtown District from other districts.
- Street Lights - New double-head, pedestrian-scale lights should be installed to be consistent with tree planting, at thirty (30) feet on center near the back of curb.

Maclay Avenue: Maclay District (between Fourth Street and Glenoaks Boulevard)

In conjunction with street improvements on Maclay Avenue in the Downtown District, the specific plan provides for the transformation of the portion of Maclay Avenue that lies to the north of Fourth Street, in the Maclay District. The streetscape improvement standards for this part of the corridor would retain many of the pedestrian amenities of the Downtown District, but would differentiate it from the downtown by variation in the streetscape design elements including landscaping, street furniture, street lighting and public signage, among others. This portion of the corridor will feel like a neighborhood street,

providing a pleasing address for residences and work-live development, with a safe and walkable frontage for its residents. The street is classified as a pedestrian oriented corridor, and the streetscape improvement standards are as follows:

- Travel Lanes - One travel lane will be provided in each direction, with a nested center turn lane to provide convenient left turn access.
- Street Parking - Parallel parking shall be provided along the both sides of Maclay.
- Walks - A minimum ten (10) foot wide level concrete sidewalk shall be provided (existing widths of sidewalks will be maintained).
- Street Trees - A single row of street trees should be planted at a spacing of approximately sixty (60) feet on center at the edge of the public sidewalk. Another row of trees shall be staggered between these trees, and planted at a spacing of approximately sixty (60) feet on center within curbed islands in the parking lane, having a distance equivalent to two parallel parking spaces and four angled parking space between street trees.
- Street Lights - New pedestrian scale street lights shall be installed to be consistent with tree planting, at a maximum of sixty (60) feet on center along the sidewalk near the back of curb.

Maclay Avenue: Maclay District (between Glenoaks Boulevard and Eighth Street)

In the Maclay Avenue District north of Glenoaks Boulevard, the street classification for Maclay Avenue from Glenoaks Avenue to Eighth Street is a secondary arterial corridor. While this segment of Maclay Avenue is intended to move greater volumes of traffic than the segment south of Maclay, the streetscape treatment is designed to buffer the roadway from the development that lies along it, so that the corridor will feel like a neighborhood street, providing a pleasing address for residences and a safely walkable frontage for its residents. The most important aspect of these improvements is the addition of a double row of trees between the roadway and the pedestrian walking space, with one row along the edge of the sidewalk and another in the parking lane.

Specifically, as discussed in the Capital Improvements Chapter and illustrated on page 166, the streetscape improvement standards for Maclay Avenue between Glenoaks Avenue and Eighth Street are as follows:

- Travel Lanes - Two lanes of through traffic shall be provided in each direction.
- Street Parking - Parallel parking shall be provided on both sides of the street.
- Walks - A minimum ten (10) foot wide level concrete sidewalk shall be provided (existing widths of sidewalks will be maintained).
- A single row of street trees should be planted at a spacing of approximately sixty (60) feet on center at the edge of the public sidewalk. Another row of trees shall be staggered between these trees, and planted at a spacing of approximately sixty (60) feet on center within curbed islands in the parking lane, having a distance equivalent to two parallel parking spaces and four angled parking space between street trees.
- Street Lights - New pedestrian scale street lights shall be installed to be consistent with tree planting, at a maximum of sixty (60) feet on center along the sidewalk near the back of curb.

San Fernando Road: Mixed Use Transition Sub-District

San Fernando Road in the Mall Sub-District and in the Mixed Use Transition Sub-District is classified as a pedestrian oriented corridor. As discussed in the Capital Improvements Chapter and illustrated on page 166, the streetscape improvements to San Fernando Road between San Fernando Mission Boulevard and Huntington Street within the existing right-of-way shall incorporate the following:

- Travel Lanes - One lane of through traffic shall be provided in each direction.
- Street Parking - Angled on-street parking shall be provided on both sides of the street.
- Walks - A minimum twelve (12) foot wide level concrete sidewalk shall be provided (existing widths of sidewalks will be maintained), with sidewalk area bulb-outs at intersections and with pedestrian oriented street furniture and amenities.
- Street Trees - A single row of upright open habit trees should be planted in the parking aisle at a spacing of approximately thirty-two (32) feet on center near the face of curb. Street trees should be spaced so that two

angled parking spaces fall between the trees. Palm trees shall be planted in these same planting aisles near the outer edge of the parking lane, at a spacing of approximately sixty-four (64) feet on center (between approximately every four parking spaces).

- Street Lights - New double-head, pedestrian-scale lights shall be installed to be consistent with tree planting, at sixty-four (64) feet on center on the sidewalk near the back of curb.

San Fernando Road: Workplace Commercial Sub-District

West of Huntington Street, San Fernando Road enters the Workplace Commercial Sub-District. In this sub-district, where office and commercial uses are dominant, the street is still classified as a pedestrian oriented corridor. The streetscape standards recommended to support the desired land uses and character for this segment of San Fernando Road from Huntington Street to Hubbard Avenue are as follows:

- Travel Lanes - One lane of through traffic shall be provided in each direction. A shared turn lane of approximately ten (10) feet in width shall be provided
- Street Parking - Angled on-street parking shall be provided along one side of the street and parallel parking shall be provided along the other.
- Walks - A minimum of twelve (12) feet wide level concrete sidewalks shall be provided (existing width of sidewalks to be retained).
- Street Trees - Along the public sidewalk, a single row of large open-habit street trees should be placed at the back of curb, at a spacing of approximately sixty (60) feet on center. A second row of large open habit trees should be staggered between the sidewalk trees and planted within the parking aisles, at a spacing of approximately sixty (60) feet on center, with two parallel, and four angled parking spaces between trees.
- Street Lights - New double head, pedestrian scale lights shall be installed to be consistently offset with tree planting, at a spacing of approximately sixty four (60) feet, on the sidewalk near the back of the curb.

Truman Street: Truman / San Fernando District

Truman Street is classified as a major arterial corridor for its entire length through San Fernando. In the

Truman/San Fernando District, as discussed in the Capital Improvements Chapter and illustrated on page 171, the streetscape improvement standards for the majority of Truman Street (except for the portion between Brand Boulevard and San Fernando Mission Boulevard) are as follows:

- **Travel Lanes** – Two lanes of through traffic shall be provided in each direction.
- **Street Parking** – Parallel parking shall be provided on both sides of the street where possible without impeding traffic flow.
- **Walks** - A minimum eight (8) foot wide level concrete sidewalk shall be provided.
- **Street Trees** – A single row of deciduous trees shall be planted at a spacing of approximately thirty (30) feet on center at the edge of the public sidewalk. Another row of palms shall be staggered between these trees, and planted at a spacing of approximately sixty (60) feet on center within the parking lane.
- **Street Lights** – New double-head, pedestrian-scale lights shall be installed to be consistent with tree planting, at sixty (60) feet on center along the back of curb.

Truman Street: Downtown District

However, where Truman Street crosses through the Downtown District, a different streetscape treatment is called for in the vicinity of the community crossroads at the Truman Street/Maclay Avenue intersection. This special treatment is designed to integrate the Downtown District by linking the City Center Sub-District and the Mall Sub-District across the railroad tracks and the major arterial street (i.e., Truman Street) that separate them. As discussed in the Capital Improvements Chapter and illustrated on page 168, the streetscape improvement standards and pedestrian amenities recommended for Truman Street in the vicinity of its intersection with Maclay Avenue (i.e., that segment of Truman Street between Brand Boulevard and San Fernando Mission Boulevard) are as follows:

- **Travel Lanes** – Two lanes of traffic shall be provided in each direction, separated by an eight (8) feet wide landscaped center median. The median shall accommodate a left-turn bay at intersections.
- **Street Parking** – No on-street parking shall be al-

lowed in this segment of Truman Street.

- **Walks** - On the south side of Truman Street, a minimum ten (10) feet wide sidewalk shall be provided, and separated from the street by a minimum eight (8) feet wide planting strip. On the north side of the street a minimum eight (8) feet wide sidewalk shall be provided and separated from the street by a minimum six (6) feet wide planting strip. This full treatment would entail some additional right of way dedication along each side of Truman Street in conjunction with new development, or alternatively, a five (5) foot building setback from the existing Truman Street right of way with public sidewalk improvements required in this setback area.
- **Street Trees** – On both sides of the street along the sidewalk, grouped pairs of palm trees will alternate with grouped pairs of larger open habit shade trees along the planting strip. Spacing will be approximately twenty (20) feet between palms and from palms to shade trees, and approximately thirty (30) feet between shade trees. Palm trees will also be provided in the landscaped median.
- **Street Lights** – New double-head, pedestrian-scale lights shall be installed along the back of curb at a spacing consistent with tree planting separations. Decorative light standards shall also be placed in the landscaped median.

Intersection Classification

This Specific Plan provides for three types of intersections based on their function as well as that of the roadways that comprise the intersection. These intersection classifications include the following:

- **Arterial Intersection.** This intersection classification refers to those signalized intersections that typically carry large volumes of traffic. This intersection will typically be signalized, although exclusive left-turn lanes are not typically provided.
- **Enhanced Intersection.** This intersection classification refers to those signalized intersections that are specifically designed to accommodate larger traffic volumes. The intersection improvements typically are designed to increase the overall design capacity of the intersection. Under this classification, the intersections will have one or two dedicated left-turn lanes with a corresponding signal phasing that protects the left turn movements. These intersections may also

Table 6-3 Intersection Classifications			
Intersection	Arterial Intersection	Enhanced Intersection	Pedestrian Intersection
Maclay Avenue at 8 th St.	•		
Maclay Avenue at 7 th St.	•		
Maclay Avenue at Glenoaks Blvd.		•	
Maclay Avenue at 5 th St.		•	
Maclay Avenue at 4 th St.		•	
Maclay Avenue at Library St.			•
Maclay Avenue at 3 rd St. (not signalized)			•
Maclay Avenue at 2 nd St. (not signalized)			•
Maclay Avenue at 1 st St.		•	
Maclay Avenue at Truman Street		•	
Truman Street at Hubbard Avenue		•	
Truman Street at Workman Street	•		
Truman Street at San Fernando Mission Blvd.		•	
Truman Street at Brand Blvd.		•	
San Fernando Rd. at Hubbard Avenue		•	
San Fernando Rd. at Workman Street			•
San Fernando Rd. at San Fernando Mission Blvd.			•
San Fernando Rd. at Brand Blvd.			•

Table 6-4 Level of Service Definitions		
LOS	ICU Ratio	Definition
A	0.00-0.60	Free flow traffic conditions
B	0.61-0.70	Stable flow, some restrictions
C	0.71-0.80	Satisfactory operating speeds
D	0.81-0.90	Unstable conditions beginning - considered to be the maximum acceptable operating condition.
E	0.91-1.00	Significant delays - considered to represent the threshold of unacceptable traffic condition
F	1.01	Severe congestion - considered to represent the threshold of unacceptable traffic condition

have exclusive right-turn lanes or pockets on the approaches to the intersection.

- *Pedestrian Intersection.* This intersection classification refers to those signalized and non-signalized intersections located in the Downtown District and in the Mall Sub-District included within the larger Truman/San Fernando District. This intersection classification recognizes the unique characteristics of the pedestrian-oriented areas. Many of these intersections will have two through travel lanes with a single designated left turn lane. Parking is not typically permitted within 100 feet of the intersection. As a result, there is sufficient room to accommodate an exclusive right-turn lane.

Table 6-3 indicates the intersection classification for each intersection in the Specific Plan area.

Roadway Performance Standards

Evaluating the ability of the circulation system to serve existing and projected traffic demands requires the establishment of suitable “performance criteria.” These performance criteria serve as a means by which traffic volumes are compared to circulation infrastructure (roadway segments and intersections), and the adequacy of that infrastructure to accommodate existing or projected traffic volumes. Performance criteria have a policy component, which establishes a desired “Level of Service,” and a technical component, which provides a more quantified measure.

A qualitative measure, *Level of Service*, or *LOS*, is often used in describing the operating condition of a roadway segment or intersection. The LOS is a sliding scale (A through F), where LOS A represents optimal traffic conditions, while LOS F equates to significant congestion and is generally considered to represent an unacceptable condition. A more quantitative measure used to define an intersection’s level of service employs a ratio between an intersection’s design capacity (as measured in traffic volumes) and the existing and/or projected traffic volumes. This method, referred to as the *Intersection Capacity Utilization*, or *ICU*, is correlated to LOS definitions in Table 6-4.

The City of San Fernando has established a LOS “D” as a target LOS standard and LOS “E” as a threshold standard. The City recognizes that not all intersections within the City can meet the target LOS D. In these instances, the City Council must find that the improvements necessary to meet the target LOS D are not feasible because of one or more of the following reasons:

- The cost of the necessary improvements exceeds available funding sources;
- The design of the necessary improvements is not compatible with the surrounding land uses; or,
- The design of the necessary improvements is contrary to other established City policies. For individual roadway segments, a LOS C standard is used to monitor capacity needs.

The performance criteria used for evaluating volumes and capacities of the specific plan area’s roadway system include both average daily traffic (ADT) volumes for individual roadway segments and peak hour intersection volume criteria. ADT capacities represent the general level of daily traffic that each roadway type typically handles, and should be used as a general design guideline only. LOS standards for intersections are more precisely determined by examining peak hour intersection volumes. Therefore, this specific plan uses peak hour volumes as a basis for determining appropriate capacity needs.

Traffic Impact Mitigations

An estimate of the traffic level of service impacts associated with implementation over time of this specific plan is provided as part of the traffic study that was prepared in conjunction with the environmental assessment of this specific plan pursuant to the California Environmental Quality Act.

This traffic impact analysis identifies the following intersection improvements as measures that will mitigate impacts on traffic level of service in the corridors area as planned public street improvements and private in-fill development pursuant to this specific plan occur over time:

- First Street at Maclay Avenue: restripe east and westbound approaches to provide designated right turn lanes.
- Fourth Street at Maclay Avenue: restripe east and westbound approaches to provide designated right turn lanes.
- Truman Street at Hubbard Street: restripe westbound approach to provide right turn lane.
- Workman Street at Truman Street: restripe northbound approach to provide right turn lane.
- Truman Street at Maclay Avenue: restripe westbound approach to provide dedicated right turn lane.

This chapter covers the objectives of the San Fernando Corridors Specific Plan with respect to utilities infrastructure, and the general policies that will apply to new development in the specific plan area in this regard. It then provides a detailed description of existing utility infrastructure in place throughout the specific plan area, and identifies locations where improvements to this infrastructure are planned. These planned improvements are shown in the diagram on page 192.

Utility Infrastructure Objectives and General Policies

A prime objective of the San Fernando Corridors Specific Plan is to cause the revitalization of the corridors planning area by encouraging new investments in infill development, particularly on underutilized parcels. Use of the existing utility infrastructure in this already urbanized area will facilitate such investment, and new development occurring pursuant to this specific plan will be accommodated by the existing utility infrastructure. Although modifications and upgrading of existing utility facilities may be necessary in conjunction with more intensive infill development at certain locations in the planning area, it is anticipated that the cost of such improvements will be provided for through the City of San Fernando's standard "capital facilities fees" that are charged to all new development on a proportionate basis.

The following are general policies relevant to the provision of water, sewer and storm drainage infrastructure to new infill development within the specific plan area.

- 1 Financing the cost of necessary utility improvements is the responsibility of the benefited properties. New development in the specific plan area will contribute to the cost of incremental upgrading of the utility system's capacity where and when necessary through payment of the City's standard "capital facilities fees" that are charged to all new development on a proportionate basis. The cost of providing or upgrading on-site utilities to an individual property will be borne by the applicant for new development of the site, and on-site improvement costs serving more than one property will be shared proportionately by the benefiting developments based on project demand and/or discharge.
- 2 Installation, operation and maintenance of utilities should not adversely affect significant natural resources. Where such impacts are unavoidable, they shall be mitigated.

- 3 New development should provide for the efficient use of water through the use of natural drainage where feasible, drought tolerant landscaping and recycling. Public facilities and private and common open space shall be designed and landscaped to minimize water consumption.
- 4 Existing cast iron water main pipes should be replaced with ductile iron pipes over time through the City's capital improvements program, so as to improve the durability and to maintain the safety of the community's potable water system as a whole.
- 5 Development in the specific plan area shall not result in flows of storm water that diminish the prior quality of receiving waters, nor shall such development create an overall increase in storm water flows.

Specific requirements pertaining to utility construction and landscape improvements should be considered for each individual project prior to construction.

Water Supply System

San Fernando's current water supply comes primarily from groundwater in the aquifer below the community through four wells owned by the City of San Fernando. These wells have a combined production capacity of approximately 5.9 million gallons per day (MGD). The City's water supply system has a reservoir storage capacity totaling 9.0 million gallons. Fresh water is distributed to property in the community through roughly 66.5 miles of water main to 5,049 water service hookups and 547 fire hydrants.

The water distribution system is broken into two pressure zones. Pressure zone one covers the community from the northerly boundary of the city and extends south to Glenoaks Boulevard, with pressures ranging from 40 to 85 pounds per square inch (psi). Pressure zone two covers the area from Glenoaks Boulevard extending to the southerly boundary of the city, with pressures ranging from 50 to 105 psi.

Maclay Avenue Water

The existing water service line serving Maclay Avenue properties from Eighth Street to Seventh Street is an 8 inch diameter cast iron (CI) pipe which was put into service in 1975. Pursuant to Utilities Policy 4 above, it

should be replaced with a new 8 inch ductile iron (DI) pipe. The existing 10 inch CI line running from Seventh Street to Fifth Street should also be replaced with a 12 inch DI pipe. The parallel 6 inch CI line running from Glenoaks Boulevard to Defoe Street should be abandoned and all services and fire hydrants should be re-connected to the newly installed 12 inch DI main line. Along Maclay Avenue from Fifth Street to First Street, there is currently no water main line installed as properties in this area are served by 8 inch DI pipes in the adjacent alleys paralleling Maclay Avenue. Based on expected future peak domestic and fire flow demands it is recommended that a new 12 inch DI main line should be installed in this area.

Truman Street Water

The existing water line serving Truman Street across the width of the city from its western to its eastern boundary is a 12 inch diameter DI pipe. It is anticipated that this existing water main will be sufficient to provide service to development pursuant to the specific plan.

San Fernando Road Water

The existing 8 inch diameter CI water line serving properties along San Fernando Road from Hubbard Street to Lazard Street is undersized for serving planned development in this part of the corridor, and should be replaced with a new 12 inch diameter DI pipe. From Lazard Street to Kalisher Street, the existing 12 inch DI line is adequate to meet the needs of development and land uses planned there. However from Kalisher Street to Wolfskill Street, the existing 8 inch CI water main should be replaced with a new 12 inch DI pipe. The existing 8 inch DI pipe that runs from Wolfskill Street to the eastern boundary of the city is adequate for the development and land uses planned for that area.

Sanitary Sewer System

The sanitary sewer system that serves San Fernando is a gravity flow system consisting of approximately 40 miles of assorted sewer main pipes. The system is maintained through about 800 manholes. The City of San Fernando contracts with the City of Los Angeles for sewer outflow treatment and disposal. In addition, the City contracts with the County of Los Angeles for enforcement of the City's industrial waste programs.

Maclay Avenue Sewer

Properties along Maclay Avenue currently receive sanitary sewer service through an assortment of 8 inch diameter vitrified clay pipes. However, from Eighth Street to Knox Street along Maclay Avenue, there is no sewer main line installed in Maclay Avenue as the adjacent properties currently receive service from sewer lines located in the alleys parallel to Maclay Avenue. Installation of a new vitrified clay pipe sewer line in this area may be required in conjunction with new infill development of the adjacent properties.

Properties along Maclay Avenue between Knox Street and Seventh Street are being served by two parallel 8 inch diameter clay pipes on the east and the west side of the street right-of-way, respectively. Properties along Maclay Avenue from Seventh Street to Lucas Street are being served on the east side of the street by an 8 inch clay pipe in the street, and on the west side by an 8 inch line that is located in the alley parallel to the west of Maclay Avenue. The area from Lucas Street to Glenoaks Boulevard is being served on the east side of the street by an 8 inch clay pipe that runs parallel to Maclay Avenue in an alley to the east, and an 8 inch clay pipe in the street that serves the west side of the street. Each of these lines is expected to adequately accommodate the proposed development and land uses in this part of the specific plan area.

From Glenoaks Boulevard to Fifth Street, properties on the east side of the street are being served by an 8 inch diameter clay pipe, and properties on the west side of the street are served by the line that runs parallel to Maclay Avenue in the alley to the west until Degarmo Street where it transitions to the street right of way along the west side of the street. Properties from Fifth Street to First Street are served by 8 inch clay pipes located in the alleys along both sides of Maclay Avenue. No sewer main line replacements or up-grades are anticipated in order to serve expected new development and land uses in this part of the corridors planning area.

Truman Street Sewer

Properties along Truman Street from the western boundary of the city to Workman Street are served by an 8 inch diameter vitrified clay pipe that extends down the centerline of Truman Street. The area from Workman Street to San Fernando Mission Boulevard is served by two parallel 8 inch clay pipes, one on either side of the street beneath the existing sidewalks. From San Fernando Mission Boulevard to Brand Boulevard, the adjacent properties are served by a 10 inch clay pipe running through the alley between San Fernando and Truman Street. Each of

these lines is expected to adequately accommodate the proposed development and land uses in this part of the Specific Plan area.

At Brand Boulevard, the main line increases in size to a 15 inch clay pipe that extends to the east until reaching Kittridge Street, where it continues east in an easement through the property located at 753 San Fernando Road. At Wolfskill Street, the 15 inch line continues south to Celis Street. No sewer main line replacements or up-grades are anticipated in order to serve new development and land uses in this part of the corridors planning area.

San Fernando Road Sewer

Properties located on the north side of San Fernando Road from the western boundary of the city to San Fernando Mission Boulevard are served by an 8 inch diameter vitrified clay pipe in Truman Street. Properties on the north side of San Fernando Road from San Fernando Mission Boulevard to the eastern boundary of the city are served by an 8 inch clay pipe that extends down the alley mid-block between Truman Street and San Fernando Road. Each of these lines is expected to adequately accommodate the proposed development and land uses in this part of the specific plan area.

Properties located on the south side of San Fernando Road from the western boundary of the city to Maclay Avenue are being served by a 15 inch diameter vitrified clay pipe in San Fernando Road. Properties on the south side of this street from Maclay Avenue to Brand Boulevard are served by an 8 inch clay pipe in the alley running mid-block between San Fernando Road and Celis Street. Properties on the south side of San Fernando Road between Brand Boulevard and the eastern boundary of the city are served from the sewer line in Celis Street. No sewer main line replacements or up-grades are anticipated in order to serve expected new development and land uses in this part of the corridors planning area.

Storm Drainage System

Land within the specific plan area is generally paved or otherwise covered with impervious surfaces. As a result, no additional storm water infrastructure is anticipated to be required to accommodate storm water runoff from new development pursuant to the specific plan. Nevertheless, new development will be required to comply with Federal Clean Water Act requirements, and to obtain a National Pollutant Discharge Elimination System (NPDES) permit from the Los Angeles Regional Water Quality Control Board. The future development and

land uses will also be required to comply with the City's storm water management guidelines

Maclay Avenue Storm Drains

There are no storm drain deficiencies found along Maclay Avenue between First Street and Eighth Street. Concrete gutters exist on both sides of the street for its entire length. There is a 33 inch diameter reinforced concrete pipe running south between Seventh Street and Glenoaks Boulevard with inlets at Seventh Street, Lucas Street and Glenoaks Boulevard on both sides. Storm water between Eighth Street and Glenoaks Boulevard is conveyed to Glenoaks and enters a 75 inch diameter Los Angeles County Flood Control (LACFC) trunk line that terminates at the Pacoima Wash. Storm water that accumulates on the west side of Maclay Avenue between Glenoaks Boulevard and Fourth Street enters a catch basin at Fourth Street. The remaining water between Fourth St and First Street enters a catch basin at First Street. Water on the east side between Glenoaks Blvd and First Street also enters a catch basis at First St. The water is carried to an 83 inch diameter LACFC trunk line that runs underneath First Street to the Pacoima Wash.

There is no history of localized storm drainage problems along this street. New infill development is not expected to generate significant additional amounts of storm water runoff since most surfaces are already paved or otherwise developed with impervious surfaces. Thus no storm drain system improvements are needed to serve anticipated future infill development in this part of the corridors planning area.

Truman Avenue Storm Drains

There are no storm drain deficiencies found along Truman Street. The street contains of a series of concrete gutters and drain inlets extending the entire street length to convey storm water to various local trunk lines. The failure of sidewalk culvert drains at the intersections of Lazard Street, Maclay Avenue, Brand Boulevard, and Wolfskill Street would result in inconsequential street flooding which is not anticipated to threaten structures. There is a city-owned 2' x 4' undersized reinforced concrete storm drain pipe at the intersection of Workman Street that runs south ultimately draining to the East Canyon Channel. The failure of this pipe would prove inconsequential at Truman Street.

There is no history of localized storm drainage problems along this street. New infill development in this vicinity is not expected to generate significant additional amounts of storm water runoff since most surfaces are already paved or otherwise developed with impervious surfaces. Thus no storm drain system improvements are needed to serve anticipated future infill development in this part of the corridors planning area.

San Fernando Road Storm Drains

There are several storm drain deficiencies present along San Fernando Road. There are no gutters installed on either side of the street between San Fernando Mission Boulevard and the western boundary of the city. A two foot concrete gutter is integral in limiting the spread of water on the pavement, and should be installed in conjunction with future street improvements in this area. The failure of sidewalk culvert drains at the intersections of Huntington Street, Kalisher Street, San Fernando Mission Boulevard, Brand Boulevard, and Wolfskill Street, would result in inconsequential flooding. However, the failure of the culvert at San Fernando Road and Maclay Avenue will cause moderate to severe flooding of the downtown mall pedestrian shopping district. The finished floor elevations of many of the commercial buildings on San Fernando Road between San Fernando Mission Boulevard and Maclay Avenue are below the street's centerline elevation. .

Existing problems with storm drainage in this part of the corridor area will be corrected over time through storm drainage improvements to be required in conjunction with new infill development in this area, as necessary to minimize any property loss from flooding and to enhance community safety.

Storm Runoff Pollution Control

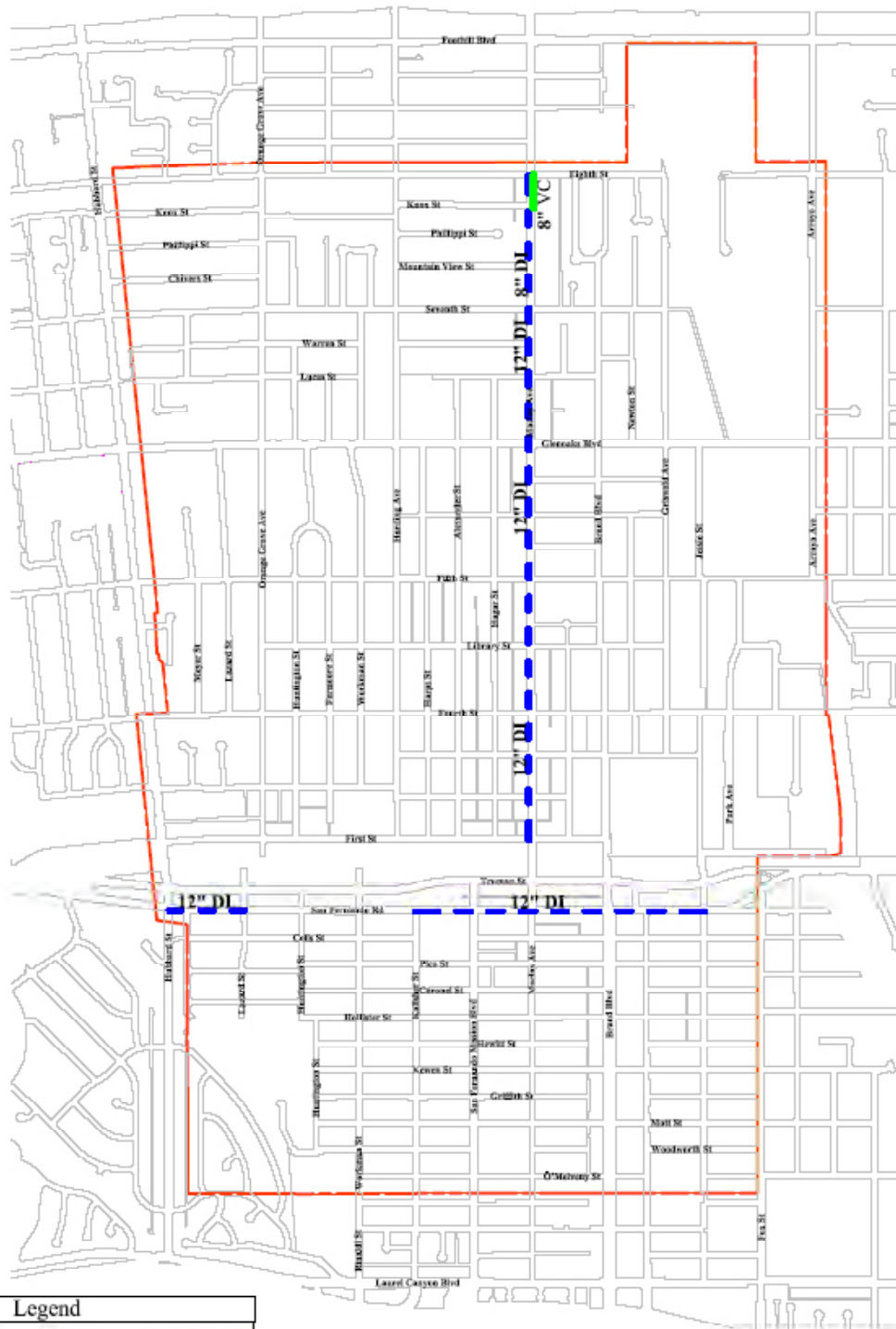
The majority of the planning area is currently paved and/or covered with impervious surfaces, which leads to the accumulation of debris, leaves, soils, oil, grease, chemicals, air contaminant residue and other pollutants within off-street parking lots. Since such pollutants may enter the storm drain system during periods of rainfall, future infill development will be required to implement storm water pollution control measures and to obtain storm water runoff permits pursuant to the National Pollutant Discharge Elimination System (NPDES) requirements. Given the developed character of the planning area, there will not be a significant net increase in the

amount of quality of storm water runoff.





Policies related specifically to the management of storm runoff in general and pollution control in particular with respect to new development within the corridors planning area include the following:

- 1 Treatment of storm flows will be required to reduce or eliminate the particulate matter washed into the storm drain system in order to obtain a storm water discharge permit in accordance with NPDES requirements.
- 2 Prior to issuance of an occupancy permit, a storm water management plan utilizing best management Practices to control or reduce the discharge of pollutants to the maximum extent practicable shall be prepared and approved by the Public Works Director.
- 3 Future development must demonstrate compliance to the pertinent NPDES requirements concerning industrial wastewater discharges prior to issuance of the occupancy permits.

San Fernando Corridors Specific Plan Planned Utility Infrastructure Improvements



SCALE
1:1500

Legend	
	
WaterLine	
Sewer Line	
City Boundaries	

CHAPTER NINE: IMPLEMENTATION



This chapter is an overview of recommendations for the implementation of corridor revitalization as set forth in this specific plan. The actions to be taken to attain revitalization are broadly divided into policy tools, capital improvements, and assistance programs. Within an action plan that will serve as a roadmap to revitalization, individual actions are prioritized by importance into a recommended sequence of implementation.

The action plan begins with short-term efforts over the next three years. At the end of this short-term phase, the City should review and update the long-term implementation actions that follow, giving priority to subsequent actions according to conditions on the corridors at that time.

ACTION CATEGORIES

Implementation of the San Fernando Corridors Specific Plan requires coordinated action by the City in several related but distinct areas of activity. The primary categories of intervention are:

Policy Tools

The policies and regulations of the plan are the “nuts and bolts” of the vision for corridor revitalization, especially with regard to harnessing private investment to serve as the primary engine for change. They provide the City with its strongest mechanisms to shape private investment towards the vision established by the community. The development standards contained within this plan will ensure that site configurations, uses, and intensities of developments and their resulting activity will achieve the urban design and revitalization goals for the corridors. The design guidelines will lay out the criteria for the character of architecture and site design that will fit San Fernando and will serve as a framework for design review by City staff. By providing explicit directions to investors as to “how we build here in San Fernando,” they lay out a clear path towards more rapid approvals and thus give incentive to project designs built according to the community’s vision.

Capital Improvements

Capital improvements set the stage for revitalization. The primary benefits behind improvement projects for streets, public open spaces, and transportation infrastructure are twofold: first, they can catalyze new private investment in a particular district by demonstrating to outside investors and residents alike that the City has a strong commitment to change. Second, they create a reconfigured neighborhood setting tailored to support the desired types of developments and give them a greater likelihood of

success. Residents also benefit from the greater livability and community pride that comes from an attractive public realm. For a detailed description of the proposed capital improvements, refer to the Chapter 6, Capital Improvements.

Assistance Programs

Assistance programs aid existing and new businesses along the corridors. By providing informational, design, logistical, financial or other types of support to businesses, the City can provide incentives to private investors to fulfill aspects of specific plan recommendations. Informational assistance can be as simple as educating private investment about the possible opportunity sites along the corridor, or providing developers with a clear and simple process for approvals. It can also include assistance and education on business practices and help in getting access to government or non-governmental organization programs. Design assistance may come in the form of programs to provide storefront, signage, or window display design or educational services to existing businesses. Logistical support can include assisting the relocation of businesses to more suitable sites within the city and the recruitment of desired business types into a district from the outside. Financial assistance can take on many forms, including grants and grant application assistance, revolving loan funds, and tax increment financing.

POLICY IMPLEMENTATION

As provided for under state enabling legislation, the San Fernando City Council has adopted this Specific Plan as an ordinance of the City. This was done in conjunction with a corresponding amendment to the San Fernando General Plan, and an amendment of the City’s zoning code and zoning map to reference this specific plan. This procedure ensures consistency between this specific plan and the City’s general plan, and allows the land use regulations, development standards and design guidelines of this specific plan to directly govern new development within the specific plan area just as the City’s zoning code does in other areas of the community.

An environmental impact assessment, as authorized by the California Environmental Quality Act (CEQA), was prepared to assess and address the potential environmental impacts of the San Fernando Corridors Specific Plan. In conjunction with the approval of a negative declaration of environmental impact, the City has also prepared a mitigation monitoring program as required by Public Resources Code Section 21081.6, to ensure compliance during project implementation. The adopted program will apply to changes made to the project or condi-

tions of project approval in order to mitigate or avoid any significant effect on the environment.

In order to ensure that the policies contained within Chapters 4 & 5 are used most effectively, the City should take steps to ensure successful internal administration for the specific plan. The staff responsible for its administration should fully understand the document, its vision and its policies, particularly as they pertain to the review and approval of projects.

Per the City's zoning code, site plans shall continue to be reviewed by the chief planning official or his/her authorized staff for conformity with this specific plan. Only in specific and unique cases where a proposed project could have a major impact on the public realm, will projects be subject to commission review and approval. In these instances, the site plan shall be submitted to the commission and the items in question shall be placed on the agenda. The commission may approve or disapprove with conditions on the site plan.

Action Plan

It is important to structure an implementation strategy that will start and maintain the momentum of private investment interest and garner public support. In most cases, this means achieving measurable success through short-term achievements that occur within an initial three year window. If visible measures of success are not available by this time, the momentum of the process may falter and hinder achievement of future project goals. With this in mind, it is essential to use the *Policy Tools*, *Capital Improvements*, and *Assistance Programs* referred to above in the order that makes the most sense for the unique conditions of the City.

This section lists the actions that should be taken to achieve revitalization in the approximate sequence that they should occur. The list is divided into two parts: short-term actions, to be completed within the first three years after adoption of the San Fernando Corridors Specific Plan, and longer-term actions, to be revisited after the first three-year window of the Plan.

Short-Term Actions

- Implement the policy tools of the specific plan. Establish staffing resources and procedures to support consistent and thorough review procedures. Clearly communicate the role of the specific plan and its development standards and guidelines to the investment community. This may be achieved through press releases, seminars, and other venues.

- Establish clear leadership and lines of responsibility for the implementation of revitalization. Revitalization strategies are by nature complex and multifaceted; challenges usually overlap departmental categories and can often lead to diffused or conflicting responses. Successful revitalization efforts inevitably have a champion at a departmental leadership level; those that do not have a low chance of success. We recommend that a staff member be assigned under such a "champion" as a full or part-time coordinator of the revitalization effort. It may be appropriate to train or recruit this person to acquire training or have the experience of a downtown coordinator, which is a position that a number of California cities have established.
- Focus committee and commission review and approval on the design standards and guidelines, in order to enable designated City staff to perform typical development review applications. Conserve committee and commission purview for special review of public and community facilities and conditional use applications.
- Set up specific financing plans for major capital improvements required to support development along the corridors. Continue to apply for grants and other funding sources for capital improvements for corridor improvements, as the City has successfully done for Maclay Avenue.
- Implement capital improvements to stimulate investment and create supportive district settings. Begin with:
 1. Streetscape improvements within the Downtown District. Priority should be given to the portion of Maclay Avenue between First and Fourth Streets, and to the section of Truman Street between Mission and Brand Boulevards.
 2. Streetscape improvements within the Maclay District, along Maclay Avenue from Fourth Street to Eighth Street.
 3. Streetscape improvements along San Fernando Road. Improvements should be made first to the segment between Mission Boulevard to Huntington Street in the Mixed-Use Transition Sub-District, followed by the section from Huntington Street to the city's western border within the Workplace Commercial District.

4. Streetscape improvements along Truman Street from Mission Boulevard to western border along the Support Commercial Sub-District.
 5. A city gateway feature at the northwestern city boundary on Truman/San Fernando (outside the city boundary – to be negotiated with the City of Los Angeles, as was similarly done for the south-eastern boundary). Part of the design should include attractive signage or markers to assist visitors to choose between Truman Street or San Fernando Road – by indicating which city attractions are accessible from each road.
 6. A city gateway feature at the northeastern city boundary on Maclay Avenue at or near Eighth Street.
- Identify opportunity sites for infill and development. Acquire and assemble parcels to create viable opportunity sites where possible. Market these sites to developers to incite interest in new large-scale projects, particularly housing development.
 - Proactively recruit the kinds of businesses that will contribute the most to the community to the Downtown District. Use inducements such as low interest loans and grants to entice new establishments to locate within the downtown. Assist businesses to relocate to more appropriate spaces within the city.
 - Work with downtown businesses and organizations like the Northeast San Fernando Valley Chamber of Commerce to encourage “after 5:00” business hours throughout the downtown. Promote “special event” evenings, in cooperation with civic events or entertainment, to initiate later operating hours on certain nights.
 - Implement a signage assistance program as a grant program to existing businesses to provide incentives for rapid and highly visible improvement and change in the Downtown District. Set up the program to provide grants to pay for design, fabrication and installation of improved signage for existing businesses. Business owners/operators whose applications were approved would be consulted by a City-selected sign design/ fabrication/ installation company, to develop new sign designs from the owner/operator’s input and according to the standards included in the specific plan.

Long-Term Actions

- Design and implement improved public streetscape and paseo connections between the Civic Center and the City Center.
- Implement a corridor signage and way-finding program to help commuters, visitors, and residents navigate the corridors in a legible way, marking interest points and major destinations. Insure that directions to public parking facilities are well-marked.
- Look for upcoming site opportunities to create a public plaza space in the Downtown District as a gathering place for community and special events.
- Establish a program to replace existing low-performance street lights with higher quality lighting. For example, replace sodium street lighting along the San Fernando Mall with high quality warm white, pedestrian-scale lights. Long-life induction lighting is recommended for low maintenance and energy efficiency.
- Improve public parking lots serving the San Fernando Mall at Truman Street. Improve pedestrian access and area lighting for lots. Consider the pedestrian arcade concept along the backs of the shops as advocated by the 1985 Downtown Master Plan, and explore opportunities to create mid-block paseo connections from these rear parking lots to the San Fernando Mall (San Fernando Road).
- As parking demand increases, develop a parking strategy for coordination of shared parking (to maximize the efficiency of existing surface lots, whether public or private) and eventual targeting of sites for municipal structured parking.

FINANCING

Private Investment

New development on privately owned land within the specific plan area will generally be financed by developers with conventional funding from private lending institutions. The intent of the specific plan provisions operating in concert is to create strong incentives for widespread private sector investment in the corridors without recourse to the limited resources of public financial assistance. Such assistance may be available from the Redevelopment Agency of the City of San

Fernando within redevelopment project area boundaries, but only in rare circumstances where such an investment of public funds for gap financing is determined to be warranted by the Redevelopment Agency, and only if future resources are available to allow such financial participation by the Agency.

However, it should be noted that other sources of regulatory and or financial assistance may also be available to development projects through existing legislation or through programs from other agencies at the regional and state level. For example, pursuant to California Government Code Section 65915, proposals for residential or mixed use development that include a sufficient number of dwelling units reserved for occupancy by low to moderate income residents may qualify for a residential density bonus above the maximum density otherwise permitted under this specific plan, among other possible regulatory concessions.

Public Investment

Public investment within the specific plan area will generally be limited to development of public improvements on publicly owned land such as the public right of way. Such improvements are described in detail in the Capital Improvements, Circulation and Utility Infrastructure Chapters of this specific plan.

It is intended that such improvements be financed through a combination of grant and revenue sources dedicated for such public improvements. For example, most of the street improvements outlined in this specific plan for Maclay Avenue in the Downtown District and in the Maclay District will be financed by federal transportation funds received through the Los Angeles County Metropolitan Transportation Authority, and by state gas tax funds for such capital improvements through the City's capital improvements program. Such a combination of dedicated funding sources will also be sought by the City for improvements per this specific plan to San Fernando Road and Truman Street in the Downtown District and in the Truman/San Fernando District. Where private development occurs on property fronting street segments in advance of such public streetscape improvements, the private development will generally be responsible for such improvements as determined through the development approval process. Within redevelopment project area boundaries, however, Redevelopment Agency assistance in financing such improvements may be possible if such an investment of public funds is determined to be warranted by the Redevelopment Agency, and if resources to provide such funding exist.

As discussed in the Utilities Infrastructure Chapter of this specific plan, incremental improvements as necessary to public utilities infrastructure, including the water supply system, the sanitary sewer system and the storm drainage system, will be provided through the City's capital improvements program. Such improvements are financed by payment of the City's standard "capital facilities fee" that is charged to all new development on a proportionate basis.

Implementation of this specific plan is not expected to have any negative fiscal impact on the City of San Fernando's general fund. Moreover, private development pursuant to the specific plan and subsequent reassessment of increased property values is expected to augment property tax revenues to the City and to the Redevelopment Agency.

CHAPTER TEN: PROJECT PARTICIPANTS



PROJECT PARTICIPANTS

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Economic Report

For the

Maclay and San Fernando/Truman Corridors Specific Plan

Prepared for

Freedman Tung and Bottomley

Prepared By

CONLEY CONSULTING GROUP

**March 2003
Revised May 2003**

Economic Report

For the

Maclay and San Fernando/Truman Corridors Specific Plan

Prepared for

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March 2003
Revised May 2003

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I. Introduction

The Conley Consulting Group (CCG) has been retained by Freedman Tung and Bottomley (FTB) to prepare a focused economic study as part of the Maclay and San Fernando/Truman Corridors Specific Plan for the City of San Fernando.

This report summarizes our findings and outlines the opportunities for and constraints to revitalization of the corridors.

A. Research Tasks Undertaken

In preparing this study, CCG conducted the following tasks:

- A tour of the corridors and surrounding areas, noting current uses, vacancies, and new developments;
- In-depth interviews with a broad section of stakeholders, including developers, brokers, City staff, business and property owners, and residents;
- Collection and analysis of data, including existing reports and other data provided by City staff, to examine baseline conditions, including demographics, employment, and market trends;
- A focused analysis of the retail, office and housing markets in the City of San Fernando.

B. Report Organization

Following this Section I Introduction, the report is organized as follows:

- Section II - Description of the Northwest San Fernando Valley, City of San Fernando, and the Truman/San Fernando and Maclay Corridors
- Section III – Summary of Stakeholder Interviews
- Section IV – Baseline Conditions
- Section V – Market Trends
- Section VI – Opportunities and Constraints
- Section VII – Development Potential

C. Caveats and Limitations

The information in this report was derived from a variety of third party sources deemed to be reliable including existing reports and other data provided by City of San Fernando staff. CCG has made efforts to confirm the accuracy and timeliness of this information and, although we believe the information contained herein to be correct, no guarantee is made as to the accuracy of such and we assume no responsibility for inaccuracies in information provided by third parties. Further, no guarantee is made as to the possible effect on development of current or future federal, state, or local legislation, including environmental legislation.

II. Description of Northeast San Fernando Valley, the City of San Fernando, and the Truman/San Fernando & Maclay Corridors

The City of San Fernando lies in the northeast section of the San Fernando Valley, (Valley) part of the greater Los Angeles area. Although the northeast valley area is not specifically defined, it generally includes the communities of San Fernando, Mission Hills, Granada Hills, Pacoima, Sylmar, and Sun Valley.

Unlike its neighboring communities, the City of San Fernando is an independent City, not part of the City of Los Angeles. Incorporated in 1911, it is the oldest independent City in the Valley and boasts the only “true” downtown in the area along San Fernando Road. The City is small in size with only about 2.4 square miles of land area and, like most neighboring communities, is largely built-out.

San Fernando is located in the midst of several major transportation corridors. Highway 210, which connects the Valley to the Pasadena/Flintridge area passes to the north and east. Highway 118 runs just south of the City and connects the Valley to Ventura County in the west. Interstate 5, which is the main north/south route through the entire state, passes to the west and connects the Valley to downtown Los Angeles and other points south. Interstate 405, the other major north/south route through southern California, runs parallel to and just west of Interstate 5.

III. Stakeholder Interviews Summary

CCG interviewed stakeholders selected by the City to represent diverse interests in the community. The stakeholders interviewed included the mayor, members of the City staff, local business and property owners, real estate brokers, and local developers. The following are key observations from the interviews:

A. Goals/Objectives

- To revitalize the Truman/San Fernando and Maclay corridors, including the downtown mall, to change the pattern of dis-investment and better serve all of the residents of San Fernando.
- Improve the appearance of the downtown mall.
- Add a variety of mainstream retail, including more upscale restaurants/entertainment uses, and better quality apparel retailers. Stakeholders reported shopping at Northridge Fashion Square, Sherman Oaks Galleria and Fashion Square, the Glendale Galleria, and Valencia Town Center. For dining and entertainment, stakeholders also reported going outside San Fernando to Granada Hills, Burbank, and other nearby communities.
- Encourage private development by removing roadblocks to redevelopment.
- Improve traffic safety on Maclay.
- Eliminate incongruous land uses along Maclay.

B. Limitations of Previous Revitalization Plan

- One development proposal put forth following the previous revitalization plan included a 125K SF La Curacao department store and a 21-screen movie theater.
- Another development proposal included a bookstore/coffee house and an 8-screen movie theater.
- Both proposals were stalled by failure to reach agreement among the City Council members.
- City staff is concerned about the quality of community input into the new plan, and wants to get consensus early on so that it will not run into opposition later in the process.

C. Strengths, Weaknesses, Opportunities, and Constraints

- San Fernando's greatest strength is that it is an independent city, rather than part of the City of Los Angeles. It has an excellent police department, with very fast response times. Hence, the community is perceived as safer than surrounding areas. There is excellent access to decision makers, an understandable development process, and a business-friendly local government.
- San Fernando's retailers, particularly those in the downtown mall, serve the immigrant population well, but do not serve the "new generation" of better educated, higher-income Latino residents of San Fernando and the surrounding communities.
- Stakeholders generally sense that the City does not promote itself as well as it could. Many people who live or work outside San Fernando are familiar with the San Fernando Valley, but do not know the City itself exists. The City's identity tends to get merged with that of the surrounding communities.
- There is a City ordinance that prevents restaurants from having liquor licenses, except under very limited circumstances. This causes difficulty in attracting more upscale and chain restaurants.
- There are absentee landlord issues, especially in the downtown mall.
- The City has a small land area of approximately 2.4 square miles. The swap meet site, which is approximately 20 acres, is the only remaining large development opportunity site in the City. However, numerous smaller infill opportunities exist along the corridors in the form of vacant and under-utilized sites.
- While the City has very limited redevelopment resources, it has had much success with raising grant funds, including a Downtown Rebound grant to fund this Truman/San Fernando and Maclay Corridors Specific Plan.
- The downtown mall is the only pedestrian scale, "true" downtown in the northeast part of the Valley.
- Some stakeholders are concerned about the possible dilution of public resources, and would like to see the City focus its resources on the Maclay corridor between 1st and 4th Streets. They feel that with proposed new projects just outside the downtown mall acting as catalysts, redevelopment of that area will occur privately from the outside in.
- Both proposals were stalled by failure to reach agreement among the City Council members.
- The new City management team seems focused on a "comprehensive" approach to planning redevelopment of the corridors.

- The current City Council is more pro-active than the previous Council.
- City staff is concerned about the quality of community input into the new plan, and wants to get consensus early on so that it will not run into opposition later in the process.

D. Market Conditions

- The downtown retailers generally have strong sales performances. The J.C. Penney's sales are up 8% over last year's sales. There are naturally no vacancies in downtown. However, about 25% of downtown retailers turn-over repeatedly. The remaining 75% have been stable over the past 25 years.
- The auto dealer has experienced a dramatic increase in sales volume over the past few years, with a tripling between 1998 and 2002. The San Fernando dealership is one of the best performing in the area.
- Rents in the downtown mall range \$.75 - \$1.30 per square foot, with an average just under \$1.00 per square foot. However, the J.C. Penney store pays a premium for its space.
- Rents in new developments along Maclay corridor are higher. Cupids Hot Dogs recently leased space in the new Library Plaza at \$2.00 per square foot.
- San Fernando is small, with a population of only approximately 23,500. All large retailers must serve a market area larger than the City in order to survive. The population of the larger market area of the northeast Valley is approximately 300,000. This market area is generally understood to include at least the communities of Sylmar, Pacoima, Mission Hills, and to some extent Sun Valley, Granada Hills, Northridge, and North Hollywood.
- Retailers in the downtown mall serve the immigrant population of San Fernando and of the surrounding communities. In San Fernando, this population lives primarily in former "barrio" area west of San Fernando and north of Brand.
- The downtown mall does not serve the "new generation" higher income residents of this market area. There is very little retail and entertainment in San Fernando that serves the new generation population. They tend to go to the Northridge Fashion Square, the Glendale Galleria, the Valencia Town Center, and, to a lesser extent, to the Sherman Oaks Galleria to shop. They also go outside San Fernando for restaurants and entertainment. The closest movie theater is in Granada Hills.
- The housing stock is mostly single-family homes, with some older condominium and apartments complexes. The housing market is very strong with evidence of strong demand for multiple product types. Brokers report multiple offers, sales above listing prices, etc. Prices in San Fernando tend to be somewhat higher than those in surrounding communities. Condo re-sales on two-bedroom, two-

bath units in the complex at Glenoaks & Orange sold last year for \$162K and \$175K. At upper end, larger homes in Huntington Estates neighborhood sold during the same time period for \$389K and \$418K.

- San Fernando has numerous historic homes, especially along Brand Avenue and in the Huntington Estates area. Many “new generation” residents have bought and restored these homes, which has contributed to an increase in residential values in San Fernando over values in the surrounding communities.
- There is substantial new single family home development in the adjacent community of Sylmar with pricing in the mid-\$300Ks.
- In San Fernando, there are two proposed new senior housing developments - one of 51 units and one of 44 units. The Rey Hotel is a commercial mixed-use project under construction on Maclay, and there is a housing mixed-use project planned for the skate park site on San Fernando.
- Brokers reported that they have not sensed any recession effects in the housing market.

IV. Baseline Conditions

This section provides a summary of the demographics of the City of San Fernando and compares them with the demographics of the County of Los Angeles. The demographics of the larger Northeast Valley trade area are understood to be similar to those of San Fernando. Demographic data for San Fernando as compared to the data for Los Angeles County is displayed in Tables 1 through 4 at the end of this section.

A. Population

The total population of the City of San Fernando as of the 2000 census was 23,564. This represents a modest increase of 4.4% over the 1990 population of 22,580. During the same period the population of Los Angeles County grew at a much faster rate of 7.4%. San Fernando's population is predominantly Hispanic, with 21,038 or 89.3% of the residents of Hispanic origin. By contract, the population of Los Angeles County is only 46.5% Hispanic.

The community is young, with 37.7% of the population under the age of twenty and nearly 80% under the age of forty-four. This is similar to the age distribution for Los Angeles County, but with a higher percentage of residents under 20 years of age, which indicates a high percentage of families with children in San Fernando. The median age in San Fernando is 27.3, while that in the County is 32.

The population is comprised predominantly of family households with an average family size of 4.33. This is larger than the County's average family size of 3.61, and is another indicator of families with children in the household.

B. Income and Employment

As reported in the 2000 U.S. Census, the median household income in San Fernando was \$39,909 as compared to \$42,189 in Los Angeles County. While the per capita income of both the City and the County grew at about 29% between 1990 and 2000, the household income in San Fernando grew at a faster rate than that in the County.

Between 1990 and 2002, San Fernando's labor force grew by 9% from 10,360 to 11,290. The number of jobs increased by 8.1% from 9,550 to 10,320. Over the same period, the labor force and number of jobs in the County grew at approximately the same rates. However, San Fernando has a higher unemployment rate than that in the County, with 8.6% as compared to 6.5%.

C. Housing Tenure

Single family homes account for 77.9% of the housing stock in San Fernando, with multi-family complexes of more than four units accounting for 12.8%. In Los Angeles County single family homes account for only 56.1% of the housing stock, with multi-family complexes of more than four units accounting for 33.4%. San Fernando's housing stock

is predominantly owner-occupied with 53.9% of the units occupied by owners and 46.1% occupied by renters. In the County, these percentages are roughly reversed.

Housing values differ significantly between San Fernando and Los Angeles County. The median homes price in San Fernando in 2000 was \$144,400, while in Los Angeles County the median price was \$209,300. The occupancy rate in San Fernando is higher than that in the County, with 97.2% of the City's housing units occupied as compared to 95.8% in the County.

Another interesting characteristic examined is age of the housing stock. Most (61%) of San Fernando's housing stock was built before 1959 as compared to 47% of the County's housing stock. Between 1990 and 2000, the City added 295 housing units for a growth rate of 4.9%. Over the same period, the County's housing stock increased 6.9%

The above demographic data add insight into our anecdotal research, which indicates that San Fernando is a City in which several generations of the same families live. Children of long-established families tend to return to San Fernando to raise their own families after going away to college. Hence the term "new generation" that has been used to describe that portion of the population that is more highly educated and more affluent. However, like many other parts of the Los Angeles area, San Fernando also serves as a port of entry for Latinos new to the United States. Hence, the population is divided between the long established families and the recent immigrants. San Fernando's retailers, especially those in the downtown mall, serve the needs and interests of the immigrant population of the northeast valley market area, but do not serve the needs and interests of the long-term residents.

V. Market Trends

A. Valley Market Overview

In its 2001-02 report on the San Fernando Valley economy, the California State University at Northridge (CSUN) reports that the Valley's economy remains generally strong, although economic growth has slowed. Construction employment grew over the past two years, but building permit activity – indicative of future construction growth - peaked in Q1 2000 and has slowly declined since then.

Indications are that the real estate market, and the residential market in particular, remains very strong. Vacancy rates for office and industrial uses in the Valley have edged up steadily since 2001, but remain below the national averages. Apartment vacancies are low, and are particularly so in lower rent areas. This suggests a very tight rental housing market at the lower-rent end. The owner-occupied housing market also remains very strong with prices at record high levels, and existing inventory at a decade low with a monthly listing-to-sales ratio of 2.8 at the end of 2002.

B. San Fernando Retail Market Profile

San Fernando functions as a central shopping area for much of the surrounding San Fernando Valley and has the only pedestrian scale "true" downtown in the area. According to the 1999 DMG Economic Study, and as confirmed in our stakeholder interviews, San Fernando's retail base services the surrounding communities of Sylmar, Mission Hills, Pacoima, Sun Valley, Granada Hills, North Hollywood and Northridge.

Retailers City-wide appear to have strong sales. Retailers along both the Truman and San Fernando Corridors have exhibited increasing taxable sales over the past five years, after showing a decline between 1997 and 1998. Between 1998 and 1999 taxable sales for retailers located on San Fernando Road more than doubled. The taxable sales of retailers located along Maclay have fluctuated over the past five years, and have declined over the past two years after peaking in 2000. A summary of total sales tax generated for the period 1997 – 2002 by retailers located along each of the corridors is presented in Table 5.

Data provided by the City's code compliance division indicate that of the 190 business establishments located on San Fernando Road, 23 were vacant as of February 2002. Most of the vacancies were located along the western part of the corridor. Of the 92 establishments located on Truman, 10 were vacant, with these vacancies also predominantly along the western part of the corridor. Of the 238 establishments located on Maclay, 15 were vacant, with the vacancies distributed all along the corridor.

Retailers in the downtown mall reportedly have strong sales and there were no apparent vacancies at the time of our site tour. Reportedly, the J.C. Penney store experienced an 8% growth in sales last year. However, stakeholders reported that about 25% of the mall retailers turn over annually. Rents range from \$.75 - \$1.30 per square foot, and average at approximately \$1.00.

At the time of our stakeholder interviews, space had recently rented in the new Library Plaza project at \$2.00 per square foot. Current asking rents for other space in that project are \$1.50 per square foot.

In addition to the new Library Plaza project, which includes a copy store, mailbox outlet, casual food outlets and the new library, there is a new Starbucks and a new MacDonald's on Truman. The Rey Hotel, under construction and scheduled to open in June 2003, will offer ground floor retail space with office space on the upper floors.

Marcus and Millichap's 2003 retail outlook report for the San Fernando Valley forecasts that retail spending is expected to increase, and with little new retail construction, vacancy rates should remain low. In the Northeast Valley, vacancy rates are expected to remain at about 2.5% for regional shopping centers and 2% for community centers. These are the lowest retail vacancy rates in Los Angeles County. The reports also forecasts rent growth of 3% – 4% over the current average of \$2.04 per square foot.

C. San Fernando Office Market Profile

According to a recent report by Daum Real Estate Services, the San Fernando Valley boasts the lowest office vacancy rate in the North Los Angeles market, which consists of the San Fernando Valley, the Burbank/Glendale/Pasadena areas, and the Santa Clarita Valley. Still, vacancy rates in the San Fernando Valley were in the double digits at 14.1% as of Q3 2002, and the rate for Class A space was 20.1%. The San Fernando Valley has approximately 49% of the area's office inventory, and rents range from \$1.20 to \$3.00 per square foot with an average \$2.09.

In the City of San Fernando, current asking rents for space in new or newly renovated office buildings range from \$1.75 to \$2.00 per square foot, while asking rents in older buildings near the downtown are as low as \$1.00 per square foot. Asking rents in the Rey Hotel building, which is scheduled to be completed in June 2003, are \$1.83 per square foot.

The Maclay Corridor currently supports local serving office space such as professional medical, legal, and accounting offices, as well as real estate and insurance companies. These uses represent opportunities for upper floor uses in the mid to long term, as the current one story structures are replaced with mixed use structures as the area strengthens over time.

D. San Fernando Housing Market Profile

In 2000, there were 5,943 total housing units in the City of San Fernando, consisting of 4,628 single-family homes, 1,242 multi-family units including 2- to 4- unit complexes, and 52 mobile homes or other unit types. Of these, 5,774 units were occupied reflecting a vacancy rate of 2.7%. The 2000 U. S. Census reported that 53.9% of the units were owner occupied and 46.1% were renter occupied.

The median price of all owner-occupied housing units in San Fernando was \$144,400, significantly below the Los Angeles County median housing price of \$209,300. Most, or 81% of the owner-occupied homes were priced between \$100,000 and \$300,000. More

recently, the brokers we interviewed reported two-bedroom, two-bath condominiums selling in the \$162,000 to \$175,000 price range as the lower end of the market, with single-family homes in the affluent Huntington Estates area selling for \$389,000 to \$418,000 as the upper end of the market. As discussed above, brokers also reported that the for-sale housing market remains very strong and has not experienced any recession effects. There are multiple offers for most properties and homes are selling above their list prices.

The rental housing market is also strong. Marcus and Millichap's 2002 Apartment Research Report forecasts for 2003 that apartment development in the San Fernando Valley will continue to be inadequate to accommodate the growing population. Also, in areas like San Fernando with limited land for new development, this trend is likely to continue for the foreseeable future. The apartment vacancy rate in the Valley is approximately 4% and average rent is \$985 per month. The report forecasts rent growth at 3% in 2003. Stakeholders we interviewed reported a shortage of rental housing, particularly at the lower end of the market, such that there are a large number of illegal garage conversions being rented as studio units throughout the City.

VI. Opportunities and Constraints

A. Truman and San Fernando Corridors

The Truman and San Fernando corridors are the main east/west routes through the City of San Fernando. The downtown mall is located along San Fernando Road, with parking to the rear along Truman. At the east end of the corridors, just east of the downtown mall, is the auto center, with its recently remodeled dealership. The area west of the downtown mall, is characterized by a variety of commercial uses including auto parts and services, and by a number of vacant or under-utilized parcels.

The vacant and under-utilized parcels represent opportunities for revitalization through new development. However, new development may be somewhat constrained by the presence of incongruous uses such as the auto parts and repair establishments. The downtown mall is characterized by strong retailers and very low vacancy rates. Hence, there appears to be little, if any, opportunity for new development in the mall itself.

Recent new developments along the corridors include the remodeled auto dealership, a new Starbucks and a new McDonald's on Truman. At the time of the stakeholder interviews, there was a rumor of the planned residential/retail mixed-use development of the skate park site on San Fernando. However, to date the City has not received a development proposal for the site.

B. Maclay Corridor

Maclay Avenue is one of the main north/south routes through the City of San Fernando. It is characterized by primarily commercial and retail uses in the several blocks closest to the downtown. However, past Fourth Street it is characterized by a mixture of incongruous uses including housing, offices, restaurants, churches, auto repair shops, nail and beauty salons, etc. There is no discernable pattern of development along the corridor. Sales tax data indicate that the sales performance of retailers along the Maclay corridors is not as strong as those along the Truman and San Fernando corridors. As noted above, taxable sales of retailers along the Maclay corridor have fluctuated in recent years, and have declined over the past two years after peaking in 2000.

The most likely opportunities for revitalization of the corridor through new development are in the northern part of the corridor where there are more vacant or under-utilized parcels. Less certain opportunities exist in the form of marginal businesses which may represent opportunities for reuse of the site. New development along the corridor includes the recently completed Library Plaza project and the Rey Hotel project, which is currently under construction and scheduled to open in June 2003. Also, there is evidence of new housing development along the northern part of the corridor past Glenoaks Blvd.

VII. Development Potential

A. Housing

According to housing market reports published by Marcus and Millichap, and according to anecdotal evidence obtained through interviews with local brokers and other knowledgeable sources, the housing market is strong for both for-sale and rental housing. The new generation households discussed above are a strong source of market demand for for-sale housing, both multi-family and single family product types. The very low vacancy rates and consistent rent growth indicate that a strong rental market also exists.

The regional housing needs assessment, adopted in November 2000 by the Southern California Association of Governments, finds that San Fernando needs to construct 201 new housing units by 2005 to absorb unmet housing demand across all income levels. The assessed need by income level is as follows:

• Very Low Income	52 units
• Low Income	34 units
• Moderate Income	43 units
• <u>Above Moderate Income</u>	<u>72 units</u>
Total	201 units

The product types that would likely be supported along the Maclay and Truman/San Fernando corridors are multi-family, higher density types with either structured or tuck-under parking. Along the Truman/San Fernando corridor and the southern part of the Maclay corridor, densities of 30-40 du/acre or higher over structured parking would be appropriate. Along the northern part of the Maclay corridor, slightly lower densities of 20-30 du/acre with tuck-under parking would be appropriate.

The multi-family for-sale market is strongest among two- and three-bedroom units. The rental market is strong for all unit sizes. Structured or tuck-under parking is important to the marketability of the for-sale product types. However, covered surface parking may be substituted in the lower density rental product types.

Larger established developers are likely to look for the economies of scale in development opportunities for 50 or more units. It is also much easier to obtain financing for development of 50 or more units. However, smaller scale infill development of as few as 8 to 10 units may be undertaken by local developer/ builders who can make a profit on the construction as well as earn a return from the development project.

B. Retail

The stakeholders and other knowledgeable sources we interviewed reported that San Fernando's retail base, and the downtown mall in particular, serves the northeast valley market area's immigrant population very well. However, the "new generation" population's retail needs are not met in San Fernando. As detailed in Tables 6 – 8, we estimate this new generation population to be approximately 8,067 San Fernando

residents and 59,539 residents in the larger market area, including the City of San Fernando.

The estimated potential among the new generation San Fernando residents is over \$4 million for eating and drinking expenditures, \$8.7 million for specialty retail expenditures, and a total of \$38 million for all select retail expenditures.

Among residents of the larger market area, the potential is \$52 million for eating and drinking expenditures, \$112 million for specialty retail expenditures, and a total of \$488 million for all select retail expenditures.

Currently, almost all of this retail expenditure potential is lost to the City of San Fernando. There is an opportunity to recapture these lost sales and position the City to serve as the regional gathering place for "new generation" residents. However, as this population has greater mobility and is not limited by language barriers from general-population-serving stores, the regional potential is most likely to be captured for entertainment, dining, and specialty retail functions. This presents an opportunity for commercial development in the Maclay corridor.



VIII. Housing Development Feasibility and Financing Strategy

Freedman Tung and Bottomley has developed two conceptual development programs consistent with the Specific Plan Guidelines. CCG has tested the economic feasibility of these programs as a mechanism to understand the feasibility of the revitalization concepts for the Maclay and San Fernando/Truman corridors. The two programs are:

Opportunity Site #1 (Maclay at GlenOaks)

Residential units are developed in a stacked flat configuration above ground-floor retail shops. Immediately north of the corner development are single-family tuck-under townhouses with front yards and frontage along Maclay Ave and along proposed interior residential streets.

Opportunity Site #2 (San Fernando Road)

On a 2.3-acre site a total of 77 units are shown including tuck-under townhouses fronting Celis Street to the south, and a fully submerged podium development of flats, and flats above retail occupying the northern two-thirds of the site.

Apartments or condominiums are envisioned above ground-floor retail fronting San Fernando Road with courtyard-style housing located behind. The plan illustration currently shows approximately 19 single-family tuck-under style townhouses, 42 stacked courtyard-style flats, and approximately 16 flats above retail along San Fernando Road.

Need for Local Financial Assistance

Feasibility assessments conducted by CCG for these various residential products indicate the following:

- Significant local gap filling financing is required for affordable apartment units targeted either for seniors or families. CCG estimates local contribution for rentals will be required in the range of \$15,000 to \$45,000 per unit, after assuming use of non-local subsidies such as tax credits and mortgage revenue bond financing and before factoring in a cost for site acquisition.
- Development of townhouse uses and other multifamily ownership products are likely to have stronger market acceptance in the Maclay corridor in the near term. At assumed supportable sales prices ranging from \$158,000 for a new one-bedroom to \$188,000 for a three-bedroom, such products are likely to generate enough sales proceeds to support development costs, with a residual land value in the range of \$8,000-10,000 per unit available to defray the costs of site acquisition. In the conceptual development project design for Opportunity Site #1, the supportable land value is in the range of \$165,000 per acre, or less than \$4/SF of site area.
- This supportable value is not likely to fully cover the cost of acquiring improved sites on the corridor.

- One opportunity is for site owners with older or marginal businesses in the area to look to conversion of their properties as way to enhance the long-term value of their assets.
- There is potential to develop market rate rental units over retail on strong retail sites in the Maclay corridor. Our conceptual analysis shows the ability to support both the cost of new construction and generate residual value available to support land value in the range of \$7,000 to \$8,000 per unit, based on today's supportable rents.
- As with the ownership units, it is likely that the full cost of site acquisition can not be supported by today's residential revenues.

Thus in the near term, both rental and ownership units are likely to require local financial contribution, even after tapping non-local affordable housing resources. We understand that the balance of the City's available affordable housing set-aside resources are currently pledged to a senior housing project in the San Fernando corridor, and thus local funding for additional housing products in the near term is not available. Over time, as these funds are replenished, affordable housing development should be pursued as part of the revitalization strategy. High-quality affordable housing developed in the near to mid term will help create an environment supportive of longer term revitalization efforts.

Requirements for local financial investment are likely to be lower on the Maclay corridor, which represents an opportunity for near term market rate development of rental and ownership products. Given the current rapid escalation of values in the regional housing market, higher values and rents in the near term may close the relatively small feasibility gap represented by uncovered site acquisition costs. Thus it is reasonable to assume, that given a continued strong economy in the Los Angeles basin, and absent a major downturn in the national economy, private residential development can play a significant role in revitalization of the Maclay corridor.

TABLE 1
ECONOMIC REPORT FOR THE MACLAY & SAN FERNANDO/TRUMAN CORRIDORS SPECIFIC PLAN
CITY OF SAN FERNANDO
2000 CENSUS DEMOGRAPHICS: RACE, SEX & AGE

	CITY OF SAN FERNANDO					COUNTY OF LOS ANGELES				
	1990 Census		2000 Census		% Change	1990 Census		2000 Census		% Change
TOTAL POPULATION	22,580	100.0%	23,564	100.0%	4.4%	8,863,164	100.0%	9,519,338	100.0%	7.4%
RACE										
White	8,799	39.0%	10,076	42.8%	14.5%	5,035,103	56.8%	4,637,062	48.7%	(7.9%)
Black or African American	266	1.2%	231	1.0%	(13.2%)	992,974	11.2%	930,957	9.8%	(6.2%)
American Indian and Alaska Native	165	0.7%	399	1.7%	141.8%	45,508	0.5%	76,988	0.8%	69.2%
Asian or Pacific Islander	322	1.4%	290	1.2%	(9.9%)	954,485	10.8%	1,164,553	12.2%	22.0%
Asian	(X)	(X)	264	1.1%		(X)	(X)	1,137,500	11.9%	
Native Hawaiian and Other Pacific Islander	(X)	(X)	26	0.1%		(X)	(X)	27,053	0.3%	
Some other race	13,028	57.7%	11,629	49.4%	(10.7%)	1,835,094	20.7%	2,239,997	23.5%	22.1%
HISPANIC OR LATINO AND RACE										
Hispanic or Latino (of any race)	18,683	82.7%	21,038	89.3%	12.6%	3,351,242	37.8%	4,424,213	46.5%	32.0%
Mexican		0.0%	18,504	78.5%			0.0%	3,041,974	32.0%	
Puerto Rican		0.0%	57	0.2%			0.0%	37,862	0.4%	
Cuban		0.0%	25	0.1%			0.0%	38,664	0.4%	
Other Hispanic or Latino		0.0%	2,452	10.4%			0.0%	1,123,713	11.8%	
Not Hispanic or Latino	3,897	17.3%	2,526	10.7%		5,511,922	62.2%	5,277,125	55.4%	
SEX AND AGE										
Male	11,366	50.3%	11,881	50.4%	4.5%	4,421,398	49.9%	4,704,105	49.4%	6.4%
Female	11,214	49.7%	11,683	49.6%	4.2%	4,441,766	50.1%	4,815,233	50.6%	8.4%
Under 20	8,529	37.8%	8,889	37.7%	4.2%	2,607,411	29.4%	2,946,796	31.0%	13.0%
20 to 44	9,558	42.3%	9,473	40.2%	(0.9%)	3,902,203	44.0%	3,801,037	39.9%	(2.6%)
45 to 64	2,794	12.4%	3,542	15.0%	26.8%	1,492,963	16.8%	1,844,832	19.4%	23.6%
65 and older	1,699	7.5%	1,660	7.0%	(2.3%)	860,587	9.7%	926,673	9.7%	7.7%
Median age (years)		(X)	27.3	(X)			(X)	32.0	(X)	

TABLE 2
ECONOMIC REPORT FOR THE MACLAY & SAN FERNANDO/TRUMAN CORRIDORS SPECIFIC PLAN
CITY OF SAN FERNANDO
2000 CENSUS DEMOGRAPHICS: HOUSEHOLD AND INCOME DATA

	CITY OF SAN FERNANDO					COUNTY OF LOS ANGELES				
	1990 Census		2000 Census		% Change	1990 Census		2000 Census		% Change
TOTAL HOUSEHOLDS	5,633	100.0%	5,774	100.0%	2.5%	2,989,552	100.0%	3,133,774	100.0%	4.8%
HOUSEHOLDS BY TYPE										
Family households (families)	4,583	81.4%	4,834	83.7%	5.5%	2,013,926	67.4%	2,136,977	68.2%	6.1%
With own children under 18 years		0.0%	3,048	52.8%			0.0%	1,152,502	36.8%	
Married-couple family	3,326	59.0%	3,414	59.1%	2.6%	1,454,430	48.7%	1,491,327	47.6%	2.5%
With own children under 18 years		0.0%	2,327	40.3%			0.0%	811,522	25.9%	
Female householder, no husband present	813	14.4%	947	16.4%	16.5%	390,430	13.1%	459,392	14.7%	17.7%
With own children under 18 years		0.0%	498	8.6%			0.0%	257,611	8.2%	
Nonfamily households	1,050	18.6%	940	16.3%	(10.5%)	975,626	32.6%	996,797	31.8%	2.2%
Householder living alone	815	14.5%	717	12.4%	(12.0%)	745,936	25.0%	771,854	24.6%	3.5%
Householder 65 years and over	396	7.0%	323	5.6%	(18.4%)	227,668	7.6%	223,473	7.1%	(1.8%)
Average household size	3.96	(X)	4.07	(X)	2.8%	2.91	(X)	2.98	(X)	2.4%
Average family size		(X)	4.33	(X)			(X)	3.61	(X)	
HOUSING OCCUPANCY										
Total housing units	5,794	100.0%	5,932	100.0%	2.4%	3,163,343	100.0%	3,270,909	100.0%	3.4%
Occupied housing units	5,633	97.2%	5,774	97.3%	2.5%	2,989,552	94.5%	3,133,774	95.8%	4.8%
Vacant housing units	161	2.8%	158	2.7%	(1.9%)	173,791	5.5%	137,135	4.2%	(21.1%)
HOUSING TENURE										
Occupied housing units	5,633	100.0%	5,774	100.0%	2.5%	2,989,552	100.0%	3,133,774	100.0%	4.8%
Owner-occupied housing units	3,076	54.6%	3,115	53.9%	1.3%	1,440,830	48.2%	1,499,744	47.9%	4.1%
Renter-occupied housing units	2,557	45.4%	2,659	46.1%	4.0%	1,548,722	51.8%	1,634,030	52.1%	5.5%
Avg household size of owner-occupied unit	3.76	(X)	4.18	(X)	11.2%	2.99	(X)	3.13	(X)	4.7%
Ave household size of renter-occupied unit	4.21	(X)	3.95	(X)	(6.2%)	2.83	(X)	2.85	(X)	0.7%
INCOME										
Households	5,600	100.0%	5,795	100.0%	3.5%	2,994,343	100.0%	3,136,279	100.0%	4.7%
Less than \$10,000	593	10.6%	443	7.6%	(25.3%)	383,060	12.8%	330,000	10.5%	(13.9%)
\$10,000 to \$14,999	508	9.1%	428	7.4%	(15.7%)	225,368	7.5%	203,819	6.5%	(9.6%)
\$15,000 to \$24,999	1,022	18.3%	883	15.2%	(13.6%)	455,030	15.2%	398,292	12.7%	(12.5%)
\$25,000 to \$34,999	955	17.1%	787	13.6%	(17.6%)	434,946	14.5%	381,066	12.2%	(12.4%)
\$35,000 to \$49,999	1,322	23.6%	1,127	19.4%	(14.8%)	518,283	17.3%	472,306	15.1%	(8.9%)
\$50,000 to \$74,999	882	15.8%	1,315	22.7%	49.1%	519,060	17.3%	558,550	17.8%	7.6%
\$75,000 to \$99,999	206	3.7%	469	8.1%	127.7%	223,273	7.5%	318,521	10.2%	42.7%
\$100,000 to \$149,000	99	1.8%	283	4.9%	185.9%	144,094	4.8%	276,972	8.8%	92.2%
\$150,000 to \$199,000 ¹	13	0.2%	31	0.5%	138.5%	91,229	3.0%	87,864	2.8%	(3.7%)
\$200,000 or more	(X)	(X)	29	0.5%		(X)	(X)	108,889	3.5%	
Median household income (dollars)	32,128	(X)	39,909	(X)	24.2%	34,965	(X)	42,189	(X)	20.7%
Per capita income (dollars)	8,876	(X)	11,485	(X)	29.4%	16,149	(X)	20,683	(X)	28.1%

1 - For Census 1990, "\$150,000 or more"

TABLE 3
ECONOMIC REPORT FOR THE MACLAY & SAN FERNANDO/TRUMAN CORRIDORS SPECIFIC PLAN
CITY OF SAN FERNANDO
CENSUS 2002: HOUSING INVENTORY

	CITY OF SAN FERNANDO					COUNTY OF LOS ANGELES				
	1990 Census		2000 Census		% Change	1990 Census		2000 Census		% Change
TOTAL HOUSING UNITS	5,794	100.0%	5,943	100.0%	2.6%	3,163,343	100.0%	3,270,909	100.0%	3.4%
Occupied housing units	5,633	97.2%	5,774	97.2%	2.5%	2,989,552	94.5%	3,133,774	95.8%	4.8%
Vacant housing units	161	2.8%	158	2.7%	(1.9%)	173,791	5.5%	137,135	4.2%	(21.1%)
OCUPIED HOUSING UNITS	5,633	100.0%	5,774	100.0%	2.5%	2,989,552	100.0%	3,133,774	100.0%	4.8%
Owner Occupied	3,076	54.6%	3,115	53.9%	1.3%	1,440,830	48.2%	1,499,744	47.9%	4.1%
Renter Occupied	2,557	45.4%	2,659	46.1%	4.0%	1,548,722	51.8%	1,634,030	52.1%	5.5%
HOUSING UNITS BY BUILDING TYPE										
Total Housing Units	5,794	100.0%	5,943	100.0%	2.6%	3,163,343	100.0%	3,270,909	100.0%	3.4%
Single Family	4,423	76.3%	4,628	77.9%	4.6%	1,745,663	55.2%	1,835,087	56.1%	5.1%
2 or 4 Units	482	8.3%	479	8.1%	(0.6%)	281,107	8.9%	287,524	8.8%	2.3%
Multi-Family	721	12.4%	763	12.8%	5.8%	1,044,163	33.0%	1,091,677	33.4%	4.6%
Mobile Homes/Other	168	2.9%	52	0.9%	(69.0%)	92,410	2.9%	53,475	1.6%	(42.1%)
HOUSING UNITS BY YEAR BUILT										
1999 to March 2000	(X)	(X)	32	0.5%		(X)	(X)	22,629	0.7%	
1995 to 1998	(X)	(X)	151	2.5%		(X)	(X)	65,665	2.0%	
1990 to 1994	(X)	(X)	112	1.9%		(X)	(X)	135,766	4.2%	
1980 to 1989	550	9.5%	405	6.8%	(26.4%)	522,298	16.5%	403,184	12.3%	(22.8%)
1970 to 1979	699	12.1%	680	11.4%	(2.7%)	458,443	14.5%	509,695	15.6%	11.2%
1960 to 1969	146	2.5%	937	15.8%	541.8%	578,116	18.3%	583,178	17.8%	0.9%
1940 to 1959	2,776	47.9%	2,650	44.6%	(4.5%)	1,180,213	37.3%	1,129,007	34.5%	(4.3%)
1939 or earlier	1,023	17.7%	976	16.4%	(4.6%)	424,273	13.4%	421,785	12.9%	(0.6%)
HOUSING VALUES										
Specified owner-occupied units	2,775	100.0%	2,932	100.0%	5.7%	1,203,986	100.0%	1,287,679	100.0%	7.0%
Less than \$50,000	45	1.6%	55	1.9%	22.2%	17,205	1.4%	19,333	1.5%	12.4%
\$50,000 to \$99,999	261	9.4%	294	10.0%	12.6%	72,606	6.0%	57,345	4.5%	(21.0%)
\$100,000 to \$149,000	889	32.0%	1,287	43.9%	44.8%	170,955	14.2%	207,707	16.1%	21.5%
\$150,000 to \$199,000	1,132	40.8%	1,080	36.8%	(4.6%)	241,665	20.1%	324,055	25.2%	34.1%
\$200,000 to \$299,000	397	14.3%	193	6.6%	(51.4%)	324,953	27.0%	314,886	24.5%	(3.1%)
\$300,000 to \$499,000 ¹	51	1.8%	14	0.5%	(72.5%)	376,602	31.3%	217,697	16.9%	(42.2%)
\$500,000 to \$999,000	(X)	(X)	0	0.0%		(X)	(X)	111,472	8.7%	
\$1,000,000 or more	(X)	(X)	9	0.3%		(X)	(X)	33,184	2.6%	
Median (dollars)	157,000	(X)	144,400	(X)	(8.0%)	226,400	(X)	209,300	(X)	(7.6%)

1 - For Census 1990, "\$300,000 or more"

TABLE 4
ECONOMIC REPORT FOR THE MACLAY & SAN FERNANDO/TRUMAN CORRIDORS SPECIFIC PLAN
CITY OF SAN FERNANDO
EMPLOYMENT DATA

	CITY OF SAN FERNANDO			COUNTY OF LOS ANGELES		
	<u>1990</u> <u>Estimate</u>	<u>2002</u> <u>Estimate</u>	<u>% Change</u>	<u>1990</u> <u>Estimate</u>	<u>2002</u> <u>Estimate</u>	<u>% Change</u>
Labor Force	10,360	11,290	9.0%	4,511,000	4,906,000	8.8%
Employment	9,550	10,320	8.1%	4,244,800	4,584,000	8.0%
Unemployment						
Number	810	970	19.8%	266,200	321,200	20.7%
Rate	7.8%	8.6%	10.3%	5.9%	6.5%	10.2%

Source: California Employment Development Department, Conley Consulting Group
san fernando baseline data - employment

TABLE 5
ECONOMIC REPORT FOR THE MACLAY & SAN FERNANDO/TRUMAN CORRIDORS SPECIFIC PLAN
CITY OF SAN FERNANDO
SALES TAX SUMMARY 1997 - 2002

Street	1997 (annualized)	1998	1999	2000	2001	2002 (annualized)
Maclay	\$147,473	\$141,972	\$130,225	\$156,884	\$155,546	\$150,216
Truman	\$111,432	\$82,341	\$100,456	\$107,883	\$184,090	\$196,382
San Fernando	\$542,210	\$416,142	\$859,521	\$965,700	\$1,184,092	\$1,179,116

Source: Conley Consulting Group, City of San Fernando
3/26/2003 15:15

TABLE 6
ECONOMIC REPORT FOR THE MACLAY & SAN FERNANDO/TRUMAN CORRIDORS SPECIFIC PLAN
CITY OF SAN FERNANDO
NEW GENERATION HOUSEHOLDS IN MARKET AREA and CITY

SAN FERNANDO MARKET AREA

Market Area Total Population est. 2002 (1)	332,251
Est. Per Capita Income 2002 (1)	25,759
% Hispanic or Latino	56%
Total est. Hispanic or Latino Population	186,061
% Hispanic HH w/ Income > \$50,000	32%
Total est. Hispanic or Latino Pop. w/HH income > \$50,000	59,539
% Hispanic HH w/income > \$75,000	15%
Total est. Hispanic or Latino Pop. w/HH income > \$75,000	27,909

CITY OF SAN FERNANDO

City total Population est. 2002	23,771
Est. Per Capita Income 2002	\$14,862
% Hispanic or Latino	89%
Total est. Hispanic or Latino Population	21,228
% Hispanic HH w/income > \$50,000	38%
Total est. Hispanic or Latino Pop. w/HH income > \$50,000	8,067
% Hispanic HH w/income > \$75,000	15%
Total est. Hispanic or Latino Pop. w/HH income > \$75,000	3,184

Notes:

(1) *Estimated per DMG/PDS Market Analysis Report 1999*

All other data from 2000 U.S. Census

TABLE 7
ECONOMIC REPORT FOR THE MACLAY & SAN FERNANDO/TRUMAN CORRIDORS SPECIFIC PLAN
CITY OF SAN FERNANDO
2002 ESTIMATED EXPENDITURE POTENTIAL FOR NEW GENERATION CITY POPULATION

CITY OF SAN FERNANDO		
Total Estimated New Generation Population 2002	8,067 (1)	
Estimated 2002 Per Capita Income	\$14,862 (1)	
	Per Capita Expenditure Potential	Estimated Total Expend. Potential
Eating and Drinking	3.40%	\$4,075,992
All Other Retail Stores (Specialty)	7.30%	\$8,751,395
TOTAL EATING/DRINKING & SPECIALTY RETAIL EXPENDITURE POTENTIAL	10.70%	\$12,827,387
Total Select Retail Expenditure Potential	31.8%	\$38,122,515

Notes:

(1) DMG/PDS West Market Analysis Report 1999 &
2000 U.S. Census Data

TABLE 8
ECONOMIC REPORT FOR THE MACLAY & SAN FERNANDO/TRUMAN CORRIDORS SPECIFIC PLAN
CITY OF SAN FERNANDO
2002 ESTIMATED EXPENDITURE POTENTIAL FOR NEW GENERATION MARKET AREA POPULATION

SAN FERNANDO MARKET AREA		
Total Estimated New Generation Population 2002	59,539	(1)
Estimated 2002 Per Capita Income	\$25,759	(1)
	Per Capita Expenditure Potential	Estimated Total Expend. Potential
Eating and Drinking	3.40%	\$52,144,946
All Other Retail Stores (Specialty)	7.30%	\$111,958,265
TOTAL EATING/DRINKING & SPECIALTY RETAIL EXPENDITURE POTENTIAL	10.70%	\$164,103,211
Total Select Retail Expenditure Potential	31.8%	\$487,708,608

Notes:

(1) DMG/PDS West Market Analysis Report 1999 &
2000 U.S. Census Data

DRAFT

F R E E D M A N
T U N G &
B O T T O M L E Y

Urban Design & Planning
District Revitalization
Street & Plaza Design

City of San Fernando
Maclay, Truman, and San Fernando Corridors Specific Plan

Community Workshop #1
6:30 pm Tuesday, December 10th, 2002
Recreation Park

1. Welcome - *Jose Pulido, Ron Ruiz, Paul Deibel*
2. Project Overview and Workshop Orientation - *Gregory Tung, Ian Ross, FTB*
3. Presentation: Corridor Revitalization – What piece of the City should it be? – *Gregory Tung, FTB*
4. Presentation: Maclay, Truman, and San Fernando Corridors, existing conditions – *Ian Ross, FTB*
5. Facilitated Discussion – Community response to existing conditions presentation: - *Gregory Tung and Ian Ross, FTB*

What do you like about the corridors?
What do you dislike about the corridors?
What's missing from the corridors?

6. Workshop Participant Posting of Comments (applied to flip charts and graphics)
7. Closing – Discussion of next steps and future workshops – *City Staff and FTB*

Further Information – Please contact Ron Ruiz, Assistant to the City Administrator
Telephone (818) 898-1237

San Fernando

Maclay and San Fernando/Truman Corridors Specific Plan

COMMUNITY WORKSHOP #1 – DECEMBER 10, 2002

Workshop Participant Comments:

What is good?

- Keep it realistic
- What about funding?
- Entrance at San Fernando East
- Feel comfortable walking
- Everything I need is on Maclay:
 - Health food
 - Good bakery
 - Castle's music
- Library Plaza blends in
- Put parking structure at Truman & Maclay with ground floor retail
- Outdoor (sidewalk) dining
- Bike path
- More trees
- Walkable feeling of the Mall
- Fitness center
- Historic sites
- Improvements over past ten years
- Christmas lighting
- Signage/ wayfinding (especially civic center for visitors)
- Cluster of restaurants
 - Pancake Heaven
 - Etc...
- Banner program and signage (Image of the City)
- New district
- Create restaurant row
- "We have a stringent liquor ordinance"
- San Fernando Mall sets tone (feel):
 - Brand entrance
 - Tree-lined
 - Slow traffic

- Style of “Pennies”
- Bank of America architecture
- Slow traffic at San Fernando/ Kittredge
- Brand at San Fernando teriyaki restaurant
- Salvadorian restaurant
- Pre-earthquake historic sites
- Memory
- Natural light
- More Christian Schools
- Situated at base of hills
- Historic pedestrian lighting
- Not too many billboards
- Underground utilities
- Attractive signage
- “Mission-style” architecture

What is bad?

- Pot holes in alley
- Speeding
- Wrong kind of trees
- Too much stucco
- Big wide streets
- Signage is obstructive
- Empty spaces between buildings
- Not enough consistent landscaping
- Not enough parking on Maclay
- Diversity is lacking
- Too much fast food
- No good plan to follow
- Auto repair is everywhere!
- Need to cluster uses
- Need national retailers and restaurants
- Too much furniture
- Too much bridal
- Olive Garden/ Movie is needed
- Need to attract diversity of shops to Mall
- Truman is too auto-oriented

- High fences
- Small sidewalks
- Azteca theater should be a theater
- Trees are too small (canopy)
- Too much traffic, especially on residential streets
- Fences have replaced front doors creating a negative message
- Need brighter lighting along Maclay
- Traffic at Fifth & Maclay near Morningside School
- Signage
- “We don’t have a Performing Arts Center”
- Dead uses along streets

What is missing?

- Need unique shops
 - Lingerie
 - Theater
- Teacher education supplies
- Diverse retail (department stores)
- Civic pride
- Sense of safety
- We could use a Mall connection to other streets
 - Integration?
 - Paseo
- Connection to civic center!
- High quality image
- Vibrant areas
- Mixed-use residential/retail
- Hotel
- Arts center
- Public art (fountain)
- Town gathering space
- Signage (Culver City)
- Athletic center
- Bookstore

F R E E D M A N
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B O T T O M L E Y

Urban Design & Planning
District Revitalization
Street & Plaza Design

City of San Fernando
MacLay, Truman, and San Fernando Corridors Specific Plan

Community Workshop #2
6:30 pm Tuesday, February 11th, 2003
Recreation Park

1. Welcome - *Jose Pulido, Ron Ruiz, Paul Deibel*
2. Project Overview and Status including review of Workshop #1- *Gregory Tung, Ian Ross, FTB*
3. Presentation: Corridor Revitalization & Preliminary Strategies – *Gregory Tung, FTB*
4. Presentation: Opportunity Sites & Streetscape Design Concepts – *Ian Ross, FTB*
5. Facilitated Discussion – Community Workshop participants questions and comments - *Gregory Tung and Ian Ross, FTB*
6. Workshop Participant Posting of Comments (applied to flip charts and graphics)
7. Closing – Discussion of next steps and future workshops – *City Staff and FTB*

Further Information – Please contact Ron Ruiz, Assistant to the City Administrator
Telephone (818) 898 1201
City Website – www.ci.san-fernando.ca.us

San Fernando

Maclay and San Fernando/Truman Corridors Specific Plan

COMMUNITY WORKSHOP #2 – FEBRUARY 11, 2003

Workshop Participant Comments:

Revitalization Strategy A: District Formation

Total Green: 24

Total Pink: 0

- Need nice entrance into San Fernando on this side. (This is important). (At Truman and eighth)
- I love the new plan for the Truman Entrance Similar Maclay and Eighth.
- A new face on Maclay and eighth and new sign that says “Welcome to San Fernando City”.
- Beautify all the way to Foothill, making that the end of development.
- Is great and keeping the sale of Alcohol is also great.
- Include St. Ferdinand Church, Adobe house, and Post Office
- Include St. Ferdinand Church, Adobe House, and Lopez Post Office.
- Expand restaurant district to include the Casa Adobe and the St. Ferdinand area.
- Include Post office and Casa Adobe.
- I Bobby want my own gateway.

Revitalization Strategy B: Infill Opportunities

Total Green: 1

Total Pink: 1

Opportunity Site: San Fernando between Workman and Kallisher

Total Green: 8

Total Pink: 0

- Good
- Great idea to promote investment w/ narrow streets to slow traffic
- Nice, I want this building for me.

Opportunity Site: Maclay at Glenoaks

Total Green: 6

Total Pink: 0

- Mixed uses an excellent idea, lets include a childcare facility.
- Give residents opportunity to acquire part of this business.
- Move housing closer to sidewalk and expand sidewalk- great idea.

- I like the trees and safer walkways.

Streetscape: San Fernando Road

Total Green: 7

Total Pink: 0

- Good development drawing.
- Great Project.
- Yes, like idea.
- I like the bulbouts.

Streetscape: Maclay – downtown between 1st and 4th.

Total Green: 5

Total Pink: 1

- Reducing lanes is not a good idea on Maclay between 1st and 4th.
- Good.
- Narrow lanes are good.

Streetscape: Maclay- residential between 4th and 8th

Total Green: 7

Total Pink: 1

Streetscape: Truman Road

Total Green: 4

Total Pink: 0

- Good idea of trees to reduce risk to pedestrians.
- Very good idea.
- Yes.

Overall Comments (butcher paper).

- What percent of housing is to be affordable?
- What about details of street furniture?
- Relocate the skate park.
- Maclay is very busy. Don't increase traffic on Brand and Hubbard.
- How can we organize for change? Development captains?
- Maclay at South Brand is too busy.
- Create strong connection for shoppers, especially at backside of S. Fernando Mall.
- Provide business assistance.
- Create capital improvements programs.

F R E E D M A N
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Urban Design & Planning
District Revitalization
Street & Plaza Design

City of San Fernando
Maclay, Truman, and San Fernando Corridors Specific Plan

Community Workshop #3
6:30 pm Tuesday, April 8th, 2003
Recreation Park

8. Welcome - *Jose Pulido, Ron Ruiz, Paul Deibel*
9. Project Overview and Status including review of Workshop #2 Revitalization Strategy- *Gregory Tung, Ian Ross, FTB*
10. Presentation: The Economics of San Fernando Corridor Revitalization – *Denise Conley, Conley Consulting Group*
11. Presentation: Preferred Revitalization Strategy, Policy Tools, and Capital Improvements- *Gregory Tung, Ian Ross, FTB*
12. Facilitated Discussion – Community Workshop participants questions and comments - *Gregory Tung and Ian Ross, FTB*
13. Closing – Discussion of next steps and planning process– *City Staff and FTB*

Further Information – Please contact Ron Ruiz, Assistant to the City Administrator
Telephone (818) 898 1201
City Website – www.ci.san-fernando.ca.us

San Fernando

Maclay and San Fernando/Truman Corridors Specific Plan

COMMUNITY WORKSHOP #3 – APRIL, 2003

Workshop Participant Comments:

Capital Improvements – Landmark Columns

Total Green: 5

Total Pink: 1

- Good Idea, but maybe a different style of architectural design
- Nice concept, not really attractive though.
- Like pillars and gateways. Good use of landscape and monuments to tie streets together.

Capital Improvements – Gateway Landmark

Total Green: 8

Total Pink: 0

- Very good idea, support the new entrance.
- I like the mission tile roof instead.
- Good idea.

Street Furnishings – Family of Objects

Total Green: 8

Total Pink: 1

- Good Idea - everything on this board.
- Yes.
- Great to keep street furniture consistent and classy.
- Need to look at light on corner of Ilex and Fox.
- Good idea to bring “down” lighting.
- Like to see twin head lights.
- Historic pedestrian lights like old San Fernando Road, and downtown Monrovia.

Proposed Streetscape – Truman Road

Total Green: 7

Total Pink: 0

- Bulbouts great idea to increase safety.

- Great idea of trees (in parking) to reduce risk to pedestrians.
- Move housing closer to sidewalk and expand sidewalk- great idea.
- I like the trees and safer walkways.
- Tall pines or redwoods also (reference to palm trees in parking)

Revitalization Strategy – Preferred

Total Green: 6

Total Pink: 3

- Where is the off-street parking for customers?
- Good idea but maybe you could make more through streets to take traffic off of Glenoaks. Maybe even a street across the wash.
- Need site for Day Care.

Streetscape: Maclay – downtown between 1st and 4th.

Total Green: 5

Total Pink: 1

- Reducing lanes is not a good idea on Maclay between 1st and 4th.
- Good.
- Narrow lanes are good.

Design Guideline Illustrations – Mixed Use Building

Total Green: 4

Total Pink: 1

- Leave enough room in requirements to allow for creativity!
- Good – everything on this board.

Capital Improvements - Streetscapes

Total Green: 4

Total Pink: 0

- Gateway is very important (at Maclay and Eighth).
- Most definitely need gateway.
- Good plan.